

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
17 SOUTHERN AND
SOUTHWESTERN STATES

PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>

April, 1953

extra miles for any engine!



Chrome on both
top compression
and oil rings gives
**COMPLETE PROTEC-
TION** through entire
area of ring travel.

Want to give your customers sustained power...better oil economy...for more than twice as long as ordinary piston rings? Then install Perfect Circle's 2-in-1 Chrome Set on every re-ring job!

For 2-in-1 has established new standards of piston ring performance. It seals compression, controls oil for over twice as long as ordinary sets. And only 2-in-1 furnishes an alternate HiPressure spring with each oil ring to assure positive oil control even in badly worn cylinders.

No doubt about it...2-in-1 is the truly modern piston ring equipment! Don't settle for less for your customers! Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ontario.

Perfect Circle's 2 in 1 chrome piston ring set



THE STANDARD OF COMPARISON

BARTON TEXACO SERVICE
379 So. 2nd West • Phone 4-0784
SALT LAKE CITY 4, UTAH

Durkee-Atwood Company
Minneapolis, Minnesota

Gentlemen:

I changed to Durkee-Atwood Factory Fresh belts because it was the first line that offered help in merchandising and selling fan belts. I have always specialized in belt sales, and a sealed package has made my selling job easier. Of my total sales 50% are sold as spares, and these belts go into the trunk. Customers like the protected Factory Fresh sealed package for this reason.

In a two week period during August I made a survey and I was able to sell a Factory Fresh belt to one out of eight cars that stopped at my station. My sales of belts have increased greatly since changing to Durkee-Atwood Factory Fresh belts, and during the month of August I sold 204 belts which made me a plus profit of \$263.51.

Very truly yours,
Mason Barton
Mason Barton

Factory Fresh V-Belts Create \$263⁵¹ PROFIT IN A SINGLE MONTH!

The letter speaks for itself. Here's a dealer who's cashing in on Durkee-Atwood's sensational sealed package . . . who shows you the sales and profit opportunities offered by Durkee-Atwood **Factory Fresh** V-Belts.

Mr. Barton has the answer. He not only aggressively sells them for replacements . . . he also recommends Durkee-Atwood **Factory Fresh** V-Belts as a spare. He makes a sale, and he makes a friend because the spare **Factory Fresh** V-Belt protects the motorist against engine damage when belt failure occurs on the road.

The Durkee-Atwood sealed package does more than give you the best-looking V-belt display you've ever seen. It gives you real merchandising ammunition . . . a V-belt that is guaranteed to be **Factory Fresh** when the package is broken open and the belt put into use.

This unique package also gives you complete replacement information, by cross-reference with other popular belt numbers, and by car make and model. Send in the coupon below for the **Factory Fresh** V-Belt story, and the name and address of the Durkee-Atwood jobber in your area.

Copyright 1953, Durkee-Atwood Co.

MAIL THIS COUPON TODAY!

DURKEE-ATWOOD CO. Dept. SA-4
Minneapolis 13, Minn.

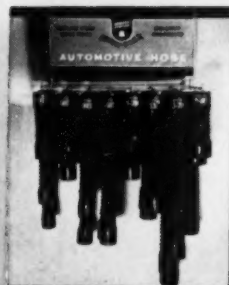
Gentlemen: Without obligation, of course, please send complete information regarding your **Factory Fresh** program and name and address of your jobber in my area.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



NEW! DURKEE-ATWOOD
KWIK-FLEX AUTOMOTIVE HOSE!

Only 18 sizes required for all 1936-52 passenger car applications. Bends, stretches, compresses for easy installation without special tools. Molded rubber hose ends. Licensed under patent numbers 2,396,059 and 2,430,081.

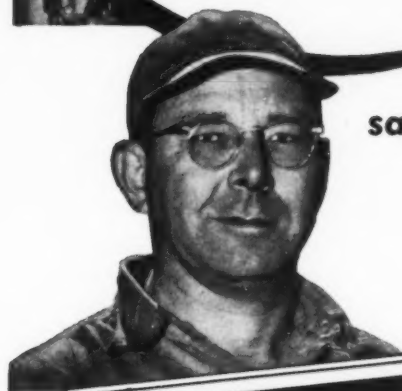
DURKEE-ATWOOD CO.

Minneapolis 13, Minn.

Manufacturers of V-Belts, Rubber and Chemical Products Since 1910

PERMATEX FORM-A-GASKET®

"FOR HOSE CONNECTIONS, YOU CAN'T BEAT IT!"



says: **RAY BROWER**
of Brower Bros. Auto Repairs
South Orange, New Jersey

"We use Aviation Form-A-Gasket No. 3 for all hose connections. While it makes a perfect seal, it does not cement the rubber to the metal. Form-A-Gasket resists all types of anti-freeze solutions as well as gas, oil and hot and cold water. The brush top makes it easy to apply."

**YOU CAN WIN
\$5.00**

We are giving away a bunch of five-dollar prizes each month during 1953 for best suggestions on the use of Form-A-Gasket. It's a cinch to win one. For all particulars, ask your jobber's salesman for an entry blank or write to us for one.



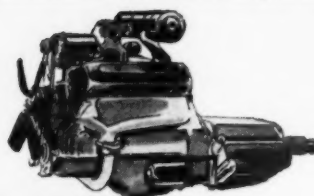
**3 TYPES
FOR
YOUR CONVENIENCE**

No. 1 sets quickly, dries hard. No. 2 sets slowly, is non-hardening. No. 3 Aviation is a brushable liquid that sets to a paste. All three make leakproof, pressure-tight seals in threaded, hose and flange connections.

PERMATEX COMPANY INC., Brooklyn 35, New York

Over 50 Chemicals for Better Automotive Maintenance

THE POWER PARADE IS ON
WITH "V" TYPE ENGINES *Leading*

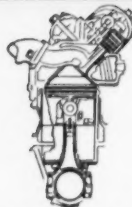


KEEPING PACE ARE NEW

McCORD MUFFLERS



Four Barrel Carburetors



Larger Valves
Higher Compression



New High Lift Cams

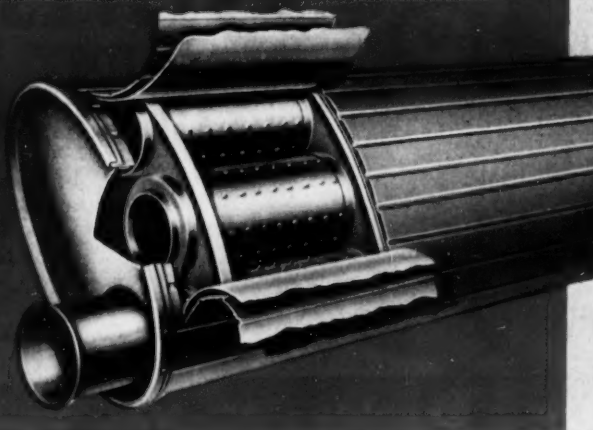
**With Air-Cushioned Outer Shells,
Individually Engineered to
Silence Today's Modern Engines**

The trend to "V" type engines continues with new highs in power output to provide greater acceleration in the medium speed range. Better designs, higher compression, larger valves, new high lift cams and four barrel carburetors in addition to providing more power, have also changed exhaust sounds.

With these new engines and transmissions, McCord Individual Engineering is of prime importance in producing a muffler that will provide quietness with a minimum of back pressure. The McCord Air Cushioned outer shell muffler is the answer. The ribs form an air cushioning chamber between the inner and outer shells. This construction absorbs the distinct ping characteristic of high compression modern engines when regular types of muffler construction are used.

COMPARISON 1935 PASSENGER CAR ENGINES

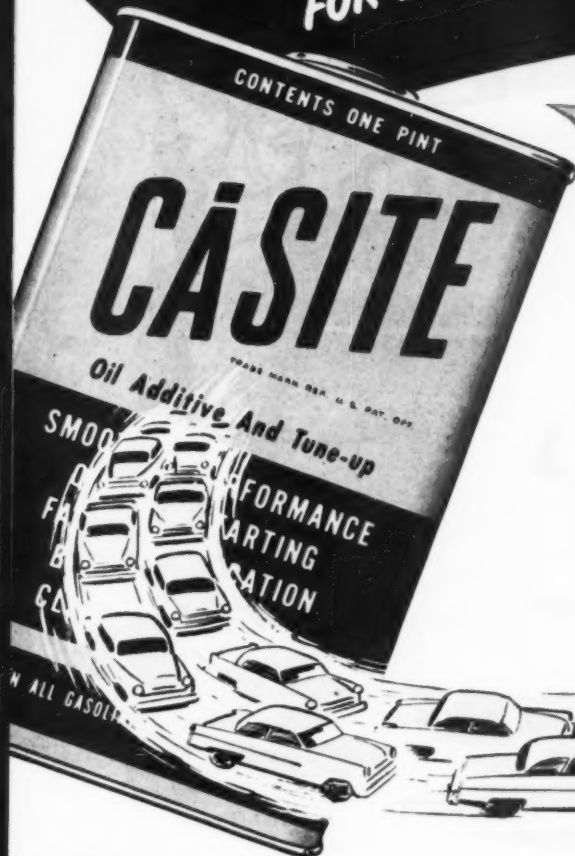
Make	Type	Displacement (cu. in.)	Compression Ratio
Lincoln	V-8	317.5	8. to 1
Cadillac	V-8	331	8.25 to 1
Buick (Roadmaster)	V-8	322	8.5 to 1
Dodge	V-8	241	7.1 to 1
De Soto	V-8	276	7.1 to 1
Chrysler	V-8	331	7.5 to 1
Oldsmobile	V-8	303.7	8. to 1



M'CORD
CORPORATION
Detroit 11, Michigan

**TUNES ANY ENGINE
FOR EXTRA POWER!**

**SPEEDS ANY OIL
FOR LONGER LIFE!**



And sells to every customer! Make a Casite tune-up your big Spring Special—for faster easier profits! Casite sells fast because it works fast, makes a big difference immediately, and guarantees results. Just run a pint through the air-intake, or add it to the gasoline, and add a pint to the crankcase oil for the quickest, easiest tune-up you've ever sold.

Casite sells fast, too, because it speeds oil—makes any oil move faster, makes any engine last longer. Even in warm weather, oil is cold and slow for the first few miles. Casite makes that cold oil move fast—at the first turn of the engine—speeds protection

to bearings, valves, pistons and rings. And though the oil is more fluid in cold motors, it has normal body in warm motors, so the engine gets proper lubrication at any temperature.

Make this year your big year for Casite. Sell it as a quick non-mechanical tune-up—which guarantees Better and Smoother Performance. Use it as a "topper" for your mechanical tune-ups for a cleaner engine, keener power. And recommend it for every engine—old or new—all the time, for less wear and longer life.

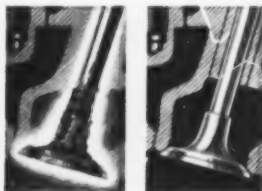
CASITE DIVISION, HASTINGS MANUFACTURING CO., HASTINGS, MICHIGAN

Casite, Drout, Hastings Piston Rings, Spark Plugs, Oil Filters

**Sells Faster
because it's
"GUARANTEED!"**



Casite—and only Casite—guarantees Better and Smoother Motor Performance or Double-Your-Money-Back. Show your customers this famous guarantee certificate. Mention Casite to every car-owner for fast and steady sales.



Here's how Casite tunes the engine. It quickly gets rid of engine gum and goo, frees sticky valves and rings, lets the power zoom through. Continued use of Casite keeps the engine clean, keen, free-running, powerful.



Here's how Casite protects vital parts. Independent laboratory tests show Casite speeds the flow of No. 20 oil 34% at 50°, more when the engine is colder. Keep Casite in every crankcase for faster, better lubrication.



WHISPERING CAMPAIGN... **THAT HELPS YOU SELL CARS!**

You can't blame a customer if he goes around saying nice things behind your back. After all, put yourself in his place.

Here he wants to buy a car from you, but those payments worry him. What if he gets sick? And here you are with the answer, recommending that he look into Associates' Insured Payment Plan.

He finds out how the I.P.P. makes payments for him in case of disability or illness, for his heirs if he dies. He likes its non-cancellable life insurance without an examination, its complete

financial protection at very low cost. He finds he can get it without red tape *right now*.

Could be it helps you make a sale. It has, plenty of times, by eliminating customer hesitation. And whether he collects on it or not, he invariably tells his friends about *your* service that takes the worry out of car buying. You could have perfect strangers walking in to buy from you—that's happened, too. Whispering campaigns work that way.

Ask any Associates representative about the Insured Payment Plan—and about Associates' complete finance and insurance service.



The Old Sage says...

"Talk is cheap—and the right kind is plenty helpful."

Associates

Associates Investment Company
Associates Discount Corporation
Emmco Insurance Company
South Bend, Indiana

The Best Drum is a Ground Drum

...so get set now with a
VAN NORMAN
 BRAKE DRUM LATHE



Van Norman No. 303 →

This heavy-duty lathe takes *all* drums, up to 10" width, with or without axle attached, even the heaviest truck duals and many aircraft drums. Built-in independent grinding attachment. Turns and grinds simultaneously.

Van Norman builds 3 other lathes besides the two shown here. See your jobber or write: Van Norman Co., Springfield 7, Mass.

NEW Van Norman No. 302



"Little Brute" Brake Lathe, heavy duty, yet compact... takes drums up to 10" wide, 30" diameter, including all passenger car and many truck drums with wheels and tires mounted. *Only lathe in price class with 10" travel.* Turns and grinds at the same time.



COST RECORDS PROVE:
Van Norman Equipment
 costs least because it's the best!



The Best-Equipped Shop
Gets the Business!

"It Pays to Van Normanize"

You can stake your reputation on
PERFECTION
 "Certified" Parts!



Perfection Products include:

Silent Timing Gears, Metal Timing Gears, Silent Timing Chains, Sprocket Gears, Transmission Gears and Parts, Differential Ring Gears and Pinions, Differential Cases and Parts, Fly Wheel Gears, Clutch Plates, Pressure Plates, Clutch Cover Assembly Parts, Clutch Forks and Parts, Clutch Throwout Bearings, Clutch Rebuilders.

You—and your customers—gain when you install PERFECTION Certified Replacement Parts.

These high quality products are made especially for replacement needs. Every step of manufacture is a matter of precision workmanship to achieve "pre-fitted" uniformity, ease of installation, and long dependable service. Yes, you can stake your reputation on PERFECTION.

There is a PERFECTION jobber near you. He carries a representative stock of these quality parts and is prepared to render prompt, efficient, friendly service. If you do not know his name, write us.

Perfection Gear Company, Harvey, Ill.

Cash in on this proven profit maker

MONROE'S 30-DAY FREE RIDE PLAN!



SHOCK ABSORBERS

- Thirty-day guarantee of customer satisfaction
- Monro-Matics—the sales leader that makes cars ride better than new
- Small stock serves 95 per cent of all cars
- Installation in as little as 10 minutes per shock

2 out of 5
need
Shock
Absorbers

Shock Absorbers must be replaced on modern cars. Soft, whippy springs require "shocks" to give smooth, safe ride. Many states now require regular "shock" inspection for safety. Now 24,000,000 cars equipped with direct-action shock absorbers. Millions more need Monroe easy-to-install "Conversion" Sets. Actual tests show you can sell 2 out of every 5 customers.



The new Monroe 30-Day Free Ride Plan provides the greatest profit opportunity ever offered the industry. Guarantee makes sales easy for every car that needs shocks replaced—two out of every five cars you service.

The sensational new Monro-Matic shock absorber gives you a "leader" that makes cars ride better than new. Gives automatic adjustment for all loads and roads. Lets you sell complete sets for more than \$10.00 profit. Dealers now using this plan are selling up to 3 and 4 sets a week. Get started with this money-making plan now. See your jobber or write today.

Order this display, today! Package holds balanced set of 4 shocks to fit practically every owner's car.



MONROE AUTO EQUIPMENT CO.

Monroe, Mich.—World's Largest Maker of Ride Control Products

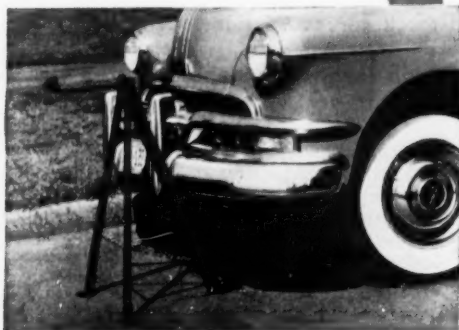
Now! Car Lifting at it's Safest!

PAT. #2608182

PAT. #2060780

THE LATEST OF ALL GEOMETRIC DESIGNS
SIMPLEST OPERATING JACK ON THE MARKET
PRACTICALLY IMPOSSIBLE TO UPSET

UNIVERSAL TRIPOD SAF-T-LIFT



OUTSTANDING FEATURES, A QUALITY PRODUCT AND
STABLE POLICY INSURE SPLENDID DEALER PROFITS!

- Made of sturdy channel and angle iron.
- Rust-resisting high grade lacquer finish.
- Hook Pressed Steel—fits all cars—Bronze finish.
- Easy to store.
- Folds up compactly.
- Can be used on uneven ground.
- Ball-bearing action makes operation easy.
- Hook: low position 6"—raised position 30 1/2".
- Lifting range 24 1/2".
- Rated capacity 3,000 lbs.



FOR EASIER LIFTING



Easy to store . . .
folds compactly

SHIPPING DATA

INDIVIDUALLY BOXED—Size 4" x 7" x 38".
Wgt. 15 1/2 lbs. 10 boxes per Master
Shipping Carton—Wgt. 160 lbs.

MANUFACTURED BY
VULCAN MANUFACTURING COMPANY, WINONA, MINNESOTA

MOOG COIL ACTION PARTS
PACE THE FIELD . . .

NO. 810 IDLER ARM BRACKET

for 1949-52 LINCOLN
(EXCEPT COSMOPOLITAN)
1949-51 MERCURY



ANOTHER
MOOG FIRST!



Only thru Moog are you able to get the advance design that improves the part to answer serious service problems in Spring Suspension. The Moog No. 810 Idler Arm Bracket eliminates looseness and noise, and helps stabilize the front end on Lincoln 1949-52 models (except the Cosmopolitan, which Moog No. 808 fits) and Mercury 1949-52 models. Much greater strength at threaded portion and easy to install.

Get It From Your Jobber.

MOOG INDUSTRIES, INC. 6650 Easton Ave., St. Louis 14, Mo.

MOOG DESIGNS AND MAKES A PART
TO DO A BETTER JOB THAN
THE ONE IT REPLACES

© 1953 M.I.I.

→ SMASHING



A tough, horny hide, along with powerful jaws and teeth, provide this South American crocodile with such complete protection that even a vicious and hungry jaguar hesitates to attack him.

Complete Protection

Every vital part of the crocodile is protected—and every vital moving part of your engine can be protected with an AC Aluvac Oil Filter Element.

- **Microscopic filtration**—AC Aluvac removes sludge and particles as small as 1/100,000 of an inch.
- **Maximum filtering area per cubic inch**—AC Aluvac has 10 times the area of ordinary elements.
- **No harmful chemicals**—AC Aluvac won't remove the detergents from heavy duty motor oil.
- **Acidproof**—secret process renders AC Aluvac material resistant to acid, gasoline and water.

There's an AC Aluvac Element designed to fit most any type of oil filter on any make of car. Get AC filter on any make of car. Get AC and get complete engine protection.



AC OIL FILTERS

WITH **ALUVAC** ELEMENTS

FACTORY EQUIPMENT ON **BUICK**



...and standard or optional factory equipment on Cadillac, Chevrolet and Oldsmobile cars—Chevrolet and GMC Trucks

AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION

Backed by Ads like this in

- SATURDAY EVENING POST
 - LIFE
 - LOOK
 - COLLIER'S
 - COUNTRY GENTLEMAN
 - FARM JOURNAL
- and many others*

Campaign promotion booklet at right is your key to more Oil Filter Element sales this spring



AC OIL FILTERS

WITH **ALUVAC** ELEMENTS

SPRING PROMOTION

BOOKLET WITH
8
PROVEN SALES IDEAS
YOU CAN USE TO GET MORE
ELEMENT BUSINESS
THIS SPRING

Will be mailed to all
AC Oil Filter Dealers
on April 10th



Sign up for Extra Profits!

THE "EARLY-
DELIVERY-
BONUS-DEAL"
GIVES YOU
**5 BIG
BENEFITS**

EARLY DELIVERY BONUS DEAL

One gallon can to each delivery of 24 gallons of Peak Anti-Freeze in 1953 only \$2.51 for 24 gallons

6 GALLON BONUS

PEAK ANTI-FREEZE

84 cases 6 gallon cans
cases 24 quart cans
TOTAL PEAK

NORWAY ANTI-FREEZE

84 cases 6 gallon cans
cases 24 quart cans
TOTAL

The prices shown are for
prices are reduced for
and Peak made from 1953
Delivery of above
must be full at all

By _____
Mail this copy of
Non-260 Medi
material to the

PEAK[®] and NOR'WAY[®] ANTI-FREEZE

offer a special dividend

FOR EARLY DELIVERIES

Now . . . every dealer who orders Peak or Nor'way Anti-freeze early and accepts delivery from his jobber before July 31st, 1953, can earn a special "Early-Delivery-Bonus". Here's an excellent and unusual opportunity to increase your anti-freeze profits substantially this fall.

1. Bonus Gallons...

Every order for four or more cases of Peak or Nor'way Anti-freeze delivered from now until July 31st, 1953, contains a BONUS. Here's how it works: in each four case order of gallons or quarts, there's a ONE-GALLON-BONUS; for example, that means \$3.75 extra profit at retail on each four case order of Peak Anti-freeze.

2. Price Protection...

In the event of a price reduction, the reduced price will apply on all deliveries made between February 2nd and December 31st, 1953. Thus, your anti-freeze profits are assured.

3. Fall Payment Plan...

The "Nor'way" and "Peak" franchise enables your jobber to offer a Fall Payment Plan to properly qualified accounts. Consult your jobber for details about his program.

4. Nationally Advertised Brands...

Every year more and more car owners ask for "Peak" and "Nor'way". Sign up now . . . before the season starts, you will receive a new DISPLAY KIT that's full of sure-fire attention-getters. Tie-in with these sales helps to cash in on the increasing demand created by the 1953 national advertising program.

5. Quality Products Insure Customer Satisfaction...

"PEAK" . . . the all-winter . . . all-weather anti-freeze gives millions of motorists trouble-free protection each year.

"NOR'WAY" . . . the economical type anti-freeze delivers high-strength, low-cost winter protection.



IT'S THE EARLY BIRD WHO MAKES THE EXTRA PROFITS . . .

ORDER PEAK AND NOR'WAY ANTI-FREEZE

FROM YOUR JOBBER TODAY!



COMMERCIAL SOLVENTS CORPORATION, NEW YORK 16, N. Y.

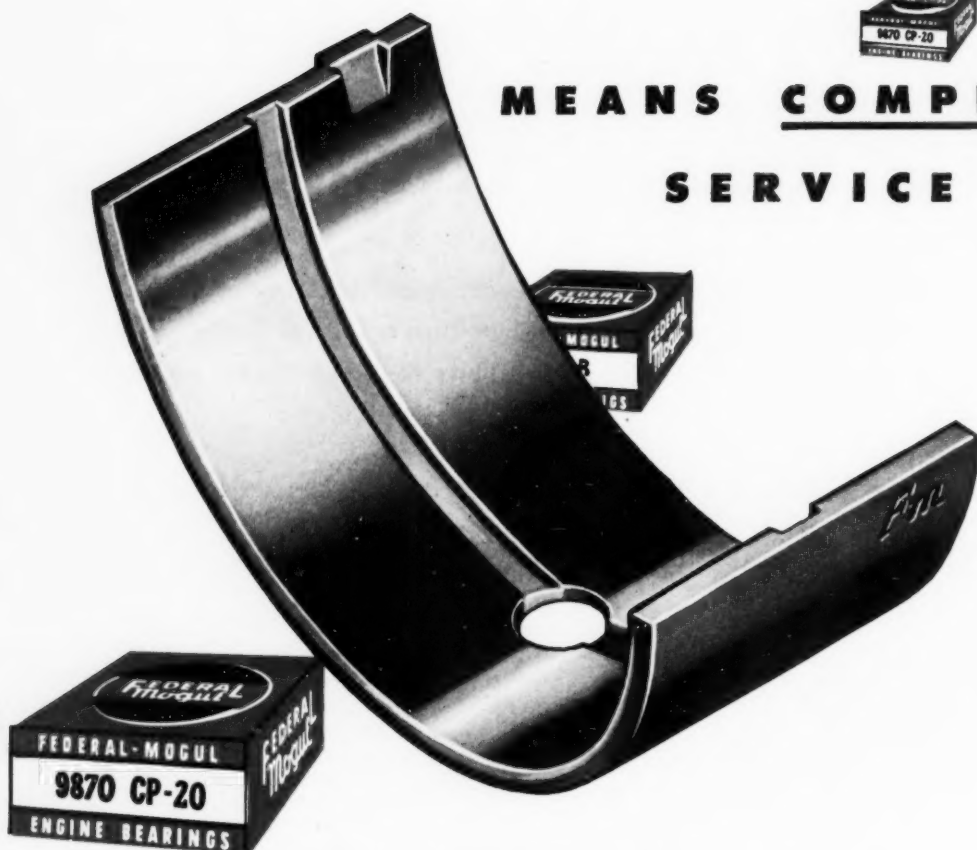
FEDERAL-MOGUL 

SERVICE



MEANS COMPLETE

SERVICE



It takes a lot more than bearings to provide *complete* engine bearing service. Federal-Mogul jobbers provide *everything* for the engine bearing assembly. Standard precision size, undersize or resizeable bearings, in babbitt or heavy-duty copper-lead linings. Hard-to-get "old timers." The only complete, nation-wide rod exchange service. All the shims, bushings, nuts and bolts you need to do any job *right!* Whatever your engine bearing needs may be, there's one sure bet—ask your Federal-Mogul Jobber!

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)

DETROIT 13, MICHIGAN

Engine Bearings (Main, Connecting Rod and Camshaft) • Bushings • Connecting Rod Service—Exchange Insert Rods, Rebabbitted Rods • Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings • Shims and Shim Stock



More Volume and Profit for Your Paint Shop!



LET HIM SHOW YOU HOW —

CALL IN YOUR
ACME
FIELD MAN

He's a practical refinishing expert with a lot of answers. For years he's been showing others how profitable a paint shop can be. He'd like to tell you all about the Acme way to more volume and profits. He'll show you what expert color matches can do towards building a top reputation for the entire shop . . . how valuable time can be saved . . . how the shop can be neater, more compact, and complete. Why not get together with this experienced Acme man right away and talk **VOLUME** and **PROFITS**. Just contact the Acme jobber near you—he'll see that the Acme man contacts you at your convenience. Or write us direct.

NOW MORE THAN EVER —

Get All the Facts on

The ACME WAY Makes PAINTING PAY!

ACME's
Paint Shop
Profit System

ACME

**AUTOMOTIVE
FINISHES**

ACME QUALITY PAINTS, INC.
8250 ST. AUBIN, DETROIT 11, MICHIGAN

Acme, producing products for paint shop profits since 1884, has been serving car manufacturers with original finishes from the very beginning.



"FLEX-S" **BUICK OIL RINGS** **FACTORY ENGINEERED**

keep oil and customers from "going up in smoke"

DIFFERENT DESIGN — slotted and springy. Follows worn cylinders, even tapered or out-of-round.
MINIMIZES SCUFFING — long ring life and long oil mileage. Keeps owners happy.
OPEN DESIGN — lessens clogging due to carbon deposits. Oil washes through constantly.
EASY TO INSTALL — snaps lightly into groove and fits snug.
BUY THEM FROM YOUR BUICK DEALER — full discount, full information.

BETTER WORK WITH

FACTORY ENGINEERED PARTS

ENGINEER APPROVED ACCESSORIES



FACTORY ENGINEERED PARTS

SEE YOUR BUICK DEALER

*The Most Ingenious Ratchet
Design in a Decade!*

NEW



COMPACT • STRONG • REVERSIBLE

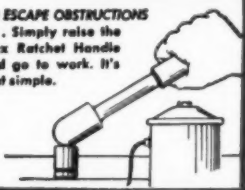
New Britain **FLEX RATCHET**

A TWIST OF THE WRIST

and the NEW BRITAIN Flex Ratchet reverses. Just rotate the handle either left or right, and the ratcheting action is in the direction you want it.

TO ESCAPE OBSTRUCTIONS

... Simply raise the Flex Ratchet Handle and go to work. It's that simple.



FOR SPARK PLUGS

... Loosen the plugs with Ratchet in horizontal position, then raise it to vertical and spin 'em out.



HERE'S THE FIRST REALLY PRACTICAL NEW RATCHET DESIGN IN MANY YEARS. . . A BIG help in work on modern cars and aircraft engines where clearances are often only fractions of an inch. You can work in many inaccessible places with this new $\frac{3}{8}$ " Square Drive Reversible Flex Ratchet.

Here's a Tool, only 7" long, compact enough to fit into close quarters, yet long and powerful enough for adequate leverage. Modern head design eliminates overhang, whether at right angle position or tilted to escape obstructions. Especially useful in easy access to differential drain plugs. In fact, there are scores of places under the hood on modern cars and trucks where it offers the only quick and really practical means of getting at and around obstructions to many accessories and parts. Ask your Jobber about this great new Ratchet today.



New Britain

GREATER STRENGTH • BETTER FIT

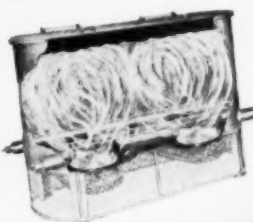
HAND TOOLS
THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONN.

THESE **TURBO-BLAST**
WASHING MACHINES
are doing the toughest cleaning jobs for hundreds of Automotive Shops and Motor Rebuilders...

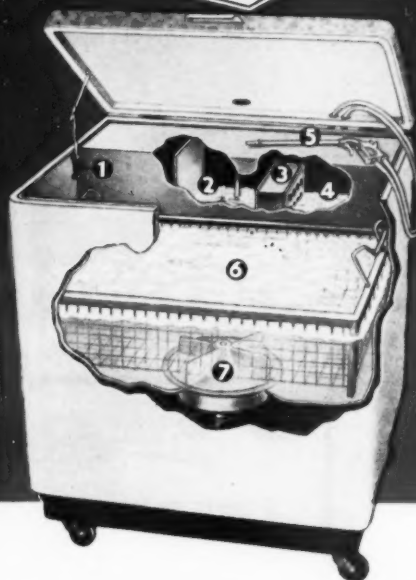


MODEL 236
For complete motor rebuilders, diesel and industrial machines.

MODEL 42
For motor blocks and large parts.



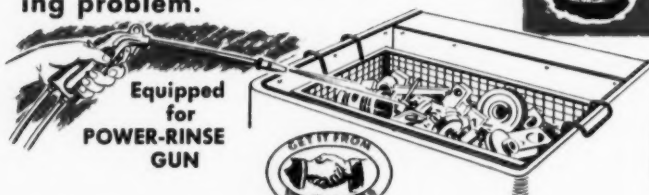
NOW JUNIOR
TURBO-BLAST
WASHING MACHINES



STORM-VULCAN
PRESENTS TWO NEW TURBO-BLAST
WASHING MACHINES
THE JR 20 AND JR 30

For Garages • Dealer Service Departments
Fleet Maintenance Shops • and all other establishments where parts cleaning is a problem...

Equipped with same type agitator as larger models. Proved through years of use and on the toughest cleaning problem.



Equipped for
POWER-RINSE GUN



STORM VULCAN

INCORPORATED

2225 Burbank St.

Dallas 19, Texas

Please send washing machine information.

Name _____

Address _____

Your jobber _____

1. Safety Fusible Link. 2. Clean Solution Tank. 3. Filter. 4. Solution Settling Tank. 5. Power-Rinse Gun. 6. Cleaning Compartment and Basket. 7. Impeller.

Look at these Special Features

SAFETY—An automatic safety device closes the lid instantly in the event of fire in volatile mixture. Flame is smothered.

ECONOMY—(1) Physical force of solution reduces compound costs. (2) Filtering of solution every 6 minutes of operation means longer solution life for extreme economy.

PORTABILITY—Moves right up to the job. Rolls easily on rubber-tired casters.

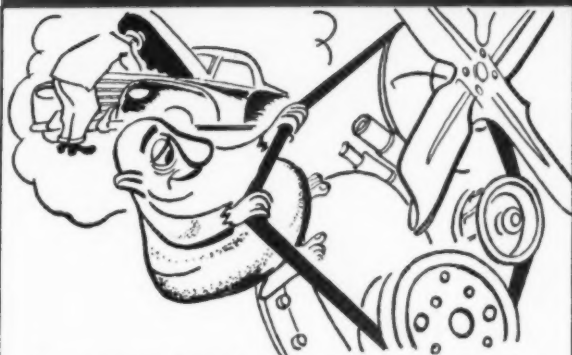
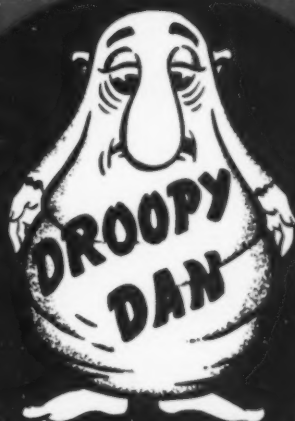
POWERFUL—Agitator is powered with 1/3 H.P. motor. No air is used for agitation.

EFFICIENT—Performs practically all cleaning work normally done by mechanic with brush.

ATTENTION REPAIR AND MAINTENANCE SHOPS

End your cleaning worries now... get the complete story of Turbo-Blast Junior models from your jobber or write for information.

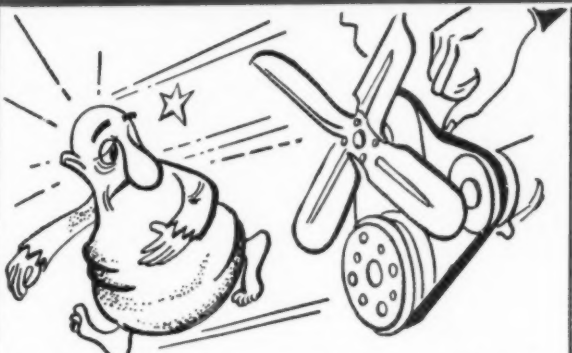
Watch out for DROOPY DAN the BELT SAG man



An unsavory character, Droopy Dan. He stretches ordinary Fan Belts—gives 'em "Belt Sag." They slip, wear, and finally fail—leaving motorists stranded. But he is making business for you!



Expose this character, Droopy Dan! Use him to make everybody Fan Belt conscious. Wear his picture on your lapel... put his mug on posters... show him on post cards to your customers.



Check for "Belt Sag" on every car you service. If Droopy Dan has been at work, warn your customer. Sell him a Thermoid Pre-Stretched Fan Belt... it's easy and profitable!



Droopy Dan hates Thermoid Pre-Stretched Fan Belts. They just won't sag, just can't slip, because they're Pre-Stretched to assure perfect fit and tension at all times.



Mail Today for
Full Details

Thermoid

Brake Linings • Fan Belts •
Radiator Hoses • Hydraulic
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Mats • Clutch Facings •
Thermoid Precision Process
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Thermoid Company
Trenton, N.J.

Send me full data on Thermoid Pre-Stretched Fan Belts and
the Droopy Dan promotion plan.

Name

Company

Address

City Zone State



AUTO-LITE

presents new



Completely
WATERPROOF!

**OIL-PROOF AND
FLASH-PROOF TOO!**

New Neosheath spark plug wire sets stop 'flash-overs' or 'short-out' due to moisture on spark plugs. Specially designed and developed to resist heat, oil, moisture or ageing... even pouring water can't 'drown-out' spark plug operation.



Quick wet weather starts



More pick-up



Smoother performance



Less battery wear

GIVE YOUR CUSTOMERS THE OUTSTANDING BENEFITS OF NEOSHEATH

Neosheath

Spark Plug Wire Sets with One-Piece Molded Terminals



*Boost profits by selling
this new kind of
Ignition Protection*

- ★ **EASILY INSTALLED**—All necessary nipples and gaskets included in each set. Tailored sets for popular applications with no cutting or fitting required!
- ★ **LOW INVENTORY**—Only 4 Universal Neosheath sets provide wide application for most popular cars.
- ★ **READY-MADE MARKET**—NEOSHEATH is original factory equipment on many of America's finest cars, trucks and tractors.

CASH in on this new kind of wire that helps solve wet-weather and winter troubles. Improves starting! Helps performance! Aids pick-up! Eliminates flash-over! Resists heat and oil! Saves wear and tear on batteries! Don't miss this real opportunity for boosting your spark plug wire sales . . . and everything else you handle. New

Auto-Lite Neosheath spark plug wire sets are built with "one-piece" molded rubber construction and fit water-tight over all spark plugs. Ask your jobber about *new* Auto-Lite Neosheath or write to

THE ELECTRIC AUTO-LITE COMPANY

Merchandising Division

Teledo 1, Ohio

Toronto, Ontario



ORDER NEOSHEATH SPARK PLUG WIRE SETS FROM YOUR AUTO-LITE JOBBER TODAY

AUTO-LITE

wire and cable

Car manufacturers say it...

Brake lining companies say it...

Good lube stations say it...

Top mechanics say it...

Fleet owners say it...



**"Whenever you take out an oil seal,
always replace it with a new one..."**

With National service stocks, you have the right seals when, where you need them. Cabinet comes with the deal, jobber keeps stock up. Stocks "tailored" for different needs. Ask your jobber, today!

Service stocks to fit your needs



#5512 For lube stations, 58 popular front wheel seals



#5511 For garages, 114 fast-moving front, rear seals



Support this industry wide program.

...and be sure the new seal is a National!
New seals are mighty important, even on front wheel re-packs. One oil company tested hundreds of seals taken out during re-packs. The results of this test proved conclusively that old seals are not dependable. So whether your job is a '52 business coupe or a big diesel from the fleet, play it safe. Do a better job, save time and work and earn extra profit without increasing overhead. Replace with new National Oil Seals—every time!

NATIONAL MOTOR BEARING CO., INC.

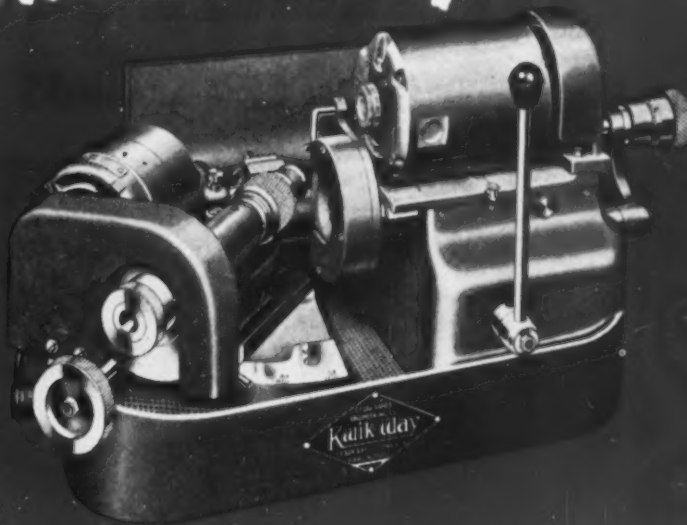
General Offices: Redwood City, Calif. Plants: Redwood City, Calif.; Van Wert, Ohio

2392

NATIONAL
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Approved original equipment for all cars, trucks, busses and tractors.

the new **CHAMPION!**



Kwik-Way

VALVE FACING MACHINE

HIGHEST QUALITY PRECISION WORK

FASTER - - - EASIER

- Refaces 15° valves as easily as 30° and 45°.
- Chuck capacity — 7/32" to 5/8". Separate chuck motor.
- Automatic starting and stopping.
- Built in wet grinding. Base is coolant sump.
- New, larger micrometer handwheel for surface grinding precision.
- New type rocker arm attachment. Grinds many rocker arms which could not be serviced previously.
- Centrifugal type coolant pump with sealed ball bearings.



**KWIK-WAY PRECISION EQUIPMENT
IS SOLD ONLY THROUGH TRAINED
KWIK-WAY REPRESENTATIVES**

FREE DEMONSTRATION

Call in your Kwik-Way Man now. See the simple, trouble-free design and long-life components which make the "Champion" the most outstanding valve servicing machine on the market today.

GET ALL THE FACTS! MAIL COUPON TODAY!

CEDAR RAPIDS ENGINEERING CO.
900 17th Street N.E.,
Cedar Rapids, Iowa

Serving the motor rebuilding
industry since 1920

VALVE FACING MACHINES • VALVE SEAT INSERT
TOOLS • VALVE SEAT GRINDERS • CYLINDER
BORING MACHINES • VORTEX SUCTION DEVICE
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AND GRINDING MACHINES

CEDAR RAPIDS ENGINEERING CO.,
915 17th Street N.E., Cedar Rapids, Iowa

- ☐ Please send complete details on the New Kwik-Way "Champion" Valve Facing Machine.
- ☐ Kwik-Way Man to call.
- ☐ _____
(Other equipment in which interested)

Name _____

Company _____

Street _____ City _____ Zone _____

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BRAKE BLOCKS AND LININGS



The Most Trusted Name In Braking

CREATES CUSTOMER CONFIDENCE

The easiest way to make a sale is to gain your customer's confidence. And when you let your customers know that you use Bendix-Eclipse® Brake Linings, you can be sure they will have confidence in your work. The reason is simple enough—automobile owners have long recognized the name "Bendix" as meaning *better braking*.

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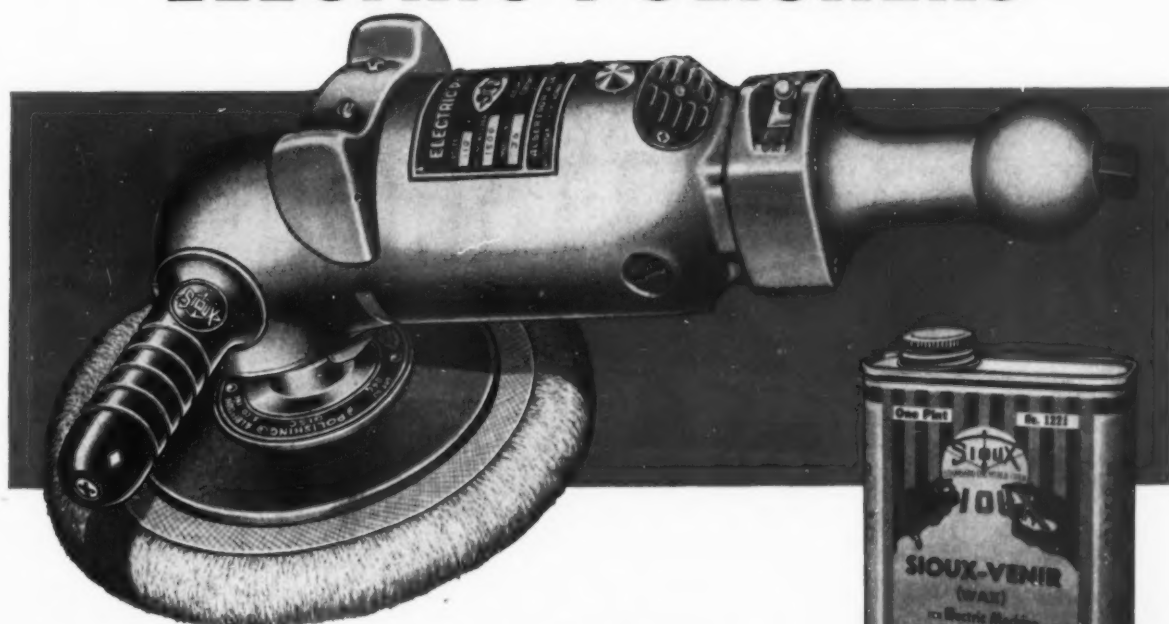


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PRECISION ENGINEERED MECHANISM. Ball Bearing, Universal Motor. No further lubrication required; gear case and armature ball-bearings are permanently oil packed and sealed. Trouble Free Operation.



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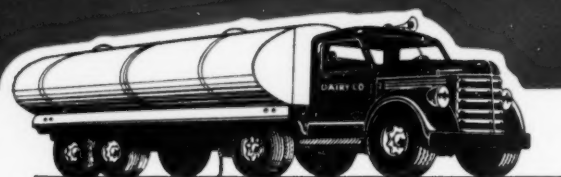
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For Machine and Hand Veneering. For Autos, Aircraft, Woodwork, Furniture, etc. Comprises a plastic base combined with durable compounds which produce a hard glazed finish of lasting beauty. Protects and preserves Polished surfaces. Comes in ½ pint, quart, and gallon sizes.

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ONE of our delivery vehicles averages 5,300 miles a week. In a regular preventative maintenance inspection after fifty weeks we found the Monmouth* CLA Engine Bearings, both main and connecting rod, in good shape and the shaft standard. So reports the shop foreman of a large food distributor's delivery fleet in New England.

This is one more proof of the reliability and low service cost of Monmouth Bearings—made by the world's largest manufacturer of original equipment bearings. You can depend on their original equipment design, quality and accuracy. Use Monmouth Engine Bearings with confidence for replacement in passenger cars, trucks and buses.

Your NAPA Jobber is a Good Man to Know!



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Monmouth

ENGINE BEARINGS
CLUTCH PLATES AND PARTS
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Made by The Cleveland Graphite Bronze Co. — supplied through Clevis Service, Inc.
Units of Clevis Corporation, Cleveland, Ohio.

BOTH PERFORMANCE AND ECONOMY

NEW KIND OF CAR!

MATCHLESS POWER, ROADABILITY



HUDSON SUPER JET SIX-PASSENGER FOUR-DOOR SEDAN

HUDSON *Jet*

Folks have seen it! They like it! They want it!

We thought we had a winner when we announced the new Hudson Jet. But we never dreamed it would cause such a stampede!

It's plain that it's just what the public wants: a new *kind* of car—in the low-price field. It has just about everything—including performance that can be compared only to the fabulous Hudson Hornet and Wasp—right along with economy that's a standout, even in the low-price field.

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Standard trim and other specifications and accessories subject to change without notice.

**New Dual-Range
HYDRA-MATIC DRIVE
and Hudson's sensational
TWIN H-POWER**

either or both available at extra cost.

C. A. J. Hadley, Sales Manager
Hudson Motor Car Company
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Please rush me complete information on the Hudson dealer franchise and details on the new wonder car.

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Business Position



Don't "Booby Trap"

for safety's sake
repair brake systems with genuine

WAGNER LOCKHEED HYDRAULIC BRAKE PARTS



You can depend upon
WAGNER QUALITY because
Wagner Products are used as
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Sudden, nightmarish tragedy is forever in the offing when you repair a customer's brake system with an unproven brand of brake parts. The toll of injury, death, property loss, and damage suits could ruin your reputation or even undermine your business.

Eliminate that threat by standardizing on Wagner Lockheed Hydraulic Brake Parts for your replacement needs. This complete line of repair and replacement brake cylinders, cups, boots, pistons, springs, hose, and washers is manufactured to the same specifications as parts used in complete assemblies for original equipment. This assures perfect fit . . . quick, easy replacement . . . maximum service life.

You'll find that the Wagner Lockheed line of brake parts is the most complete on the market, and includes hard-to-find numbers, not easily obtainable elsewhere. Every make and model of vehicle is covered. No other line offers such a complete selection available from a single source.

See your nearest Wagner jobber, or write us for further information on Wagner's *complete* brake service line.

Wagner Electric Corporation

6362 PLYMOUTH AVE., ST. LOUIS 14, MO., U. S. A.

(BRANCHES IN PRINCIPAL CITIES IN U. S. AND IN CANADA)

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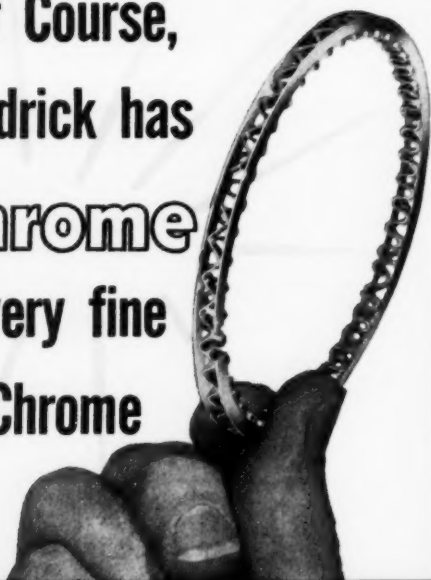
...the best known name in brake service

DO YOU KNOW?

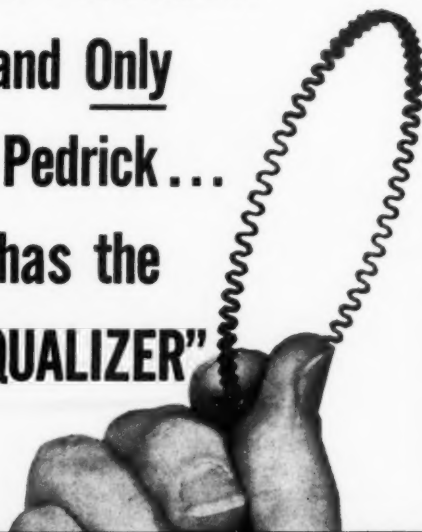
... that brake fluid is the only source of lubrication for the moving parts in the hydraulic brake system. It should absorb small amounts of water without stratification (separation of ingredients). Lubricating ingredients naturally oppose water. The fluid should be chemically balanced so that lubricating requirements are not sacrificed for an unnecessary excess of water absorbing capacity.

TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL CRANE BRIDGE BRAKES

Of Course,
Pedrick has
Chrome
...very fine
Chrome



But Pedrick...
and Only
Pedrick...
has the
"EQUALIZER"



The "EQUALIZER" is a sensational development in expander design, operation, performance and life. It is a feature of Pedrick's new but thoroughly-tested

FORMFLEX

CHROME-OIL RING

PRESSURE DISTRIBUTION—Absolutely uniform around entire circumference of Formflex ring, because of the "Equalizer."

CONFORMABILITY—Long-lasting seal at both cylinder wall and groove sides even under conditions of unusual wear or distortion.

OIL DRAINAGE—Design and construction of spacer and "Equalizer" provide 2 to 3 times greater area for drainage.

GROOVE-DEPTH—No more groove-depth worries! The "Equalizer" does not depend on the groove bottom to exert tension.

CHROME—Both rails are faced with solid

CHROME to last far longer in spite of heat, friction, abrasion or corrosion.

ALL-PURPOSE—Getting the right Engineered Set for any job now is simple as ABC. Get a Pedrick FORMFLEX Set—it's guaranteed to outperform and outlast in any engine, whether new, rebored, resleeved, slightly worn or badly worn. It's the first really universal installation.

So, for almost unbelievably better piston-ring performance, made possible by the exclusive Pedrick "Equalizer," plus the long-life of CHROME, make your next set and every set a Pedrick FORMFLEX. You'll satisfy your customers! Call your jobber or write direct.



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In Canada: Wilkening Manufacturing Co. (Canada) Ltd., Toronto

PRECISION-MADE PERMITE VALVES

Proven in today's high efficiency engines



PERMITE

REPLACEMENT PARTS

PISTONS • PISTON PINS • VALVES • VALVE GUIDES •
VALVE STEM KEYS • VALVE SPRINGS • WATER PUMPS
• WATER PUMP PARTS • CYLINDER SLEEVES
AND ASSEMBLIES • TIE ROD ENDS • SPRING
SHACKLES • KING BOLT SETS • BUSHINGS •
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TODAY'S progressive repair shops can't afford to take chances on parts of unknown quality. That is why Permite Valves, Permite Pistons and other Permite Replacement Parts are favorites with repairmen everywhere. Permite Parts have long been used as original equipment by car and truck manufacturers. They fit right, perform right, give lasting customer satisfaction. For prompt service on the parts you need, call your nearby Permite Jobber.

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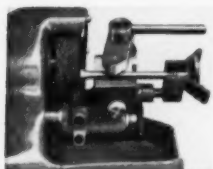
New B&D Valve Refacer Obsoletes all Others for SPEED, ACCURACY, PROFITS!



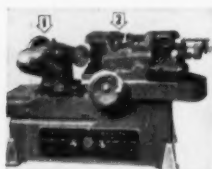
More Flexible Capacity built for years ahead! Takes up to 4" valve head, 9/32" to 11/16" valve stems, 0° to 90° valve angles; traverse grinds at any angle!



Finest Hypoid Gearing drives workhead spindle giving smoothest grinding finish.



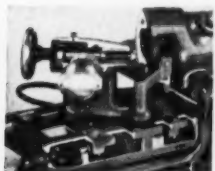
New End Grinding Attachment is extremely quick-accurate and efficient; gives you *everything* you need in one complete package!



Smooth, Abundant Power developed by two B&D universal motors, independently driving collet and wheel spindles.



New Coolant System features wet grinding at both valve and attachment wheels, simplified one-valve control, improved coolant reservoir.



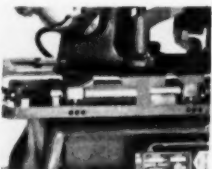
Quick-Acting Collet Clamp holds valve perfectly in line for factory-accurate grinding.



Simplified Controls improve skill of operator; free from complicated adjustments and "gadgets," tubes or wires.



Super-Speed Feed Screws for fast, accurate work; automatic end play take-up for finer finish.



4-Point Bearing Suspension for smooth, easy work table travel, greater accuracy.



**NEW Black & Decker
Deluxe Super-Service Valve Refacer**
(Cat. No. 550) **\$360.⁰⁰ Complete**

THIS new Black & Decker Valve Refacer is built for the years ahead, whatever the changes in valve design! It obsoletes *all* existing equipment. It helps you turn out valve jobs faster, gets them right the first time. There are no extras to buy . . . you get everything you need in *one complete package*. And it's loaded with such advanced features as the New End Grinding Attachment, unmatched for: (1) grinding valve stems to obtain exact tappet clearance on Ford type valves; (2) squaring all other valve stems; (3) grinding and truing tappets; (4) grinding and restoring the correct radius to all automotive rocker arms!

See your nearby Black & Decker Distributor for a demonstration. Write for detailed information to: **THE BLACK & DECKER MFG. Co., 629 Pennsylvania Ave., Towson 4, Md.**





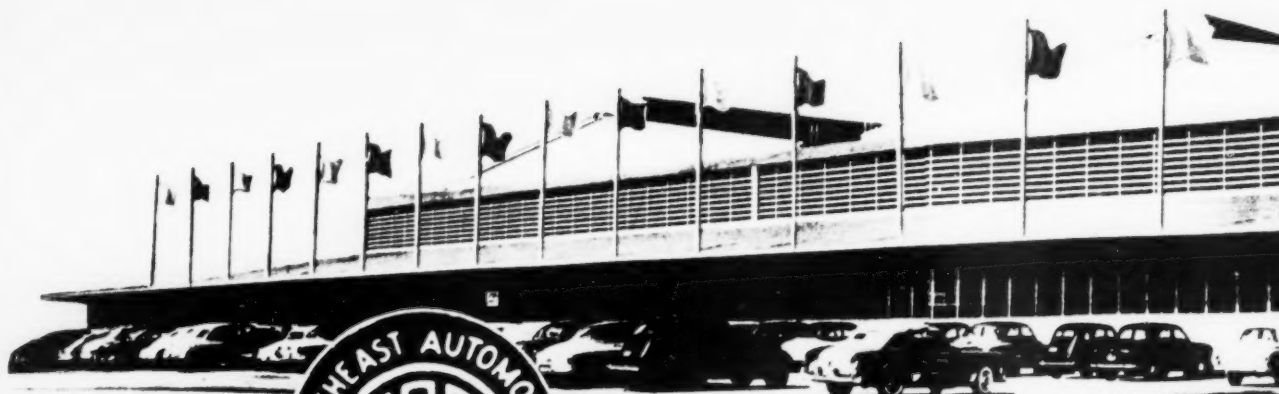
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AUTOMOTIVE
SHOW**

DINNER KEY EXPOSITION BUILDING

ON TO MIAMI IN MAY

MIAMI
FLORIDA
MAY

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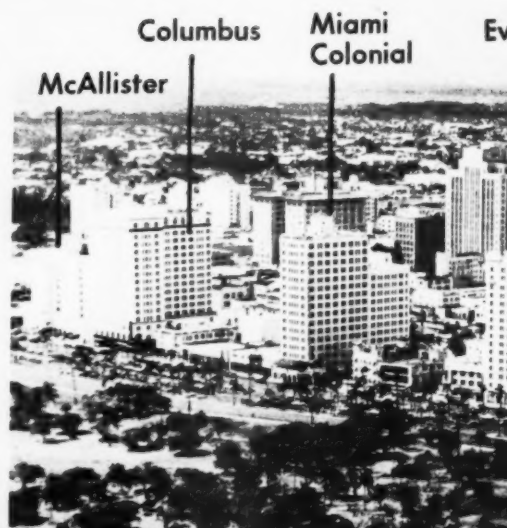
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- the Miami Show is an unqualified success
- sponsored by Automotive Jobbers from all ten Southeast states
- supported by most of America's leading Automotive manufacturers

Welcome
**TO MIAMI and
DINNER KEY**

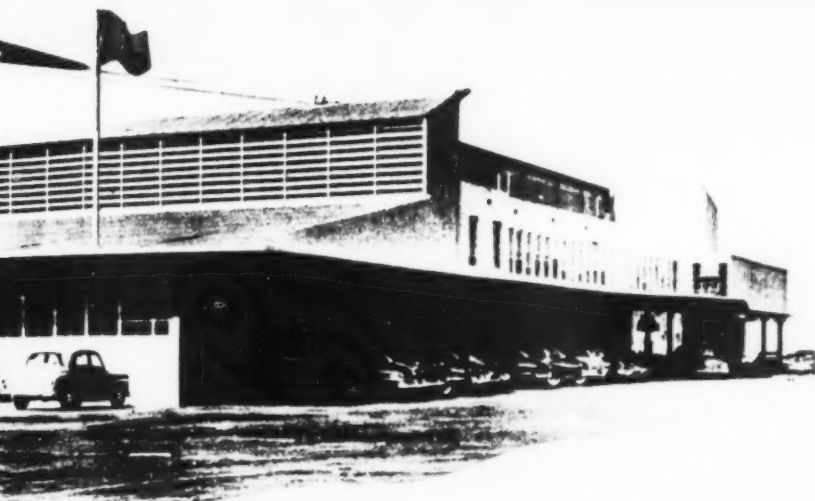
● You and your associates are going to witness the greatest spectacle in all Southeast Automotive History . . . the largest and most informative automotive display ever assembled under one roof . . . and incorporating the foremost manufacturers of Automotive Parts, Tools, Accessories, Shop Equipment, Paints, Chemicals and other kindred lines.

Factory Officials, Engineers, Technicians and highly trained Sales Executives will be on hand to explain and in many instances, demonstrate the latest innovations in the Automotive Industry . . . displays of complete lines and introducing hundreds of new items.



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Simply register in at our conveniently located Registration Offices on the Bay Front side of the Exposition Building and receive your identification badge. **FREE ADMISSION** to all persons connected with the Automotive Industry. The Show is not open to the general public.



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1:00 P. M. TO 9:00 P. M.
Friday and Saturday
MAY 22ND AND 23RD

1:00 P. M. TO 6:00 P. M.
Sunday
MAY 24TH

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These two hundred Exhibiting Manufacturers represent most of the outstanding lines in the Automotive Industry . . . and each one services the Southeast Trade.

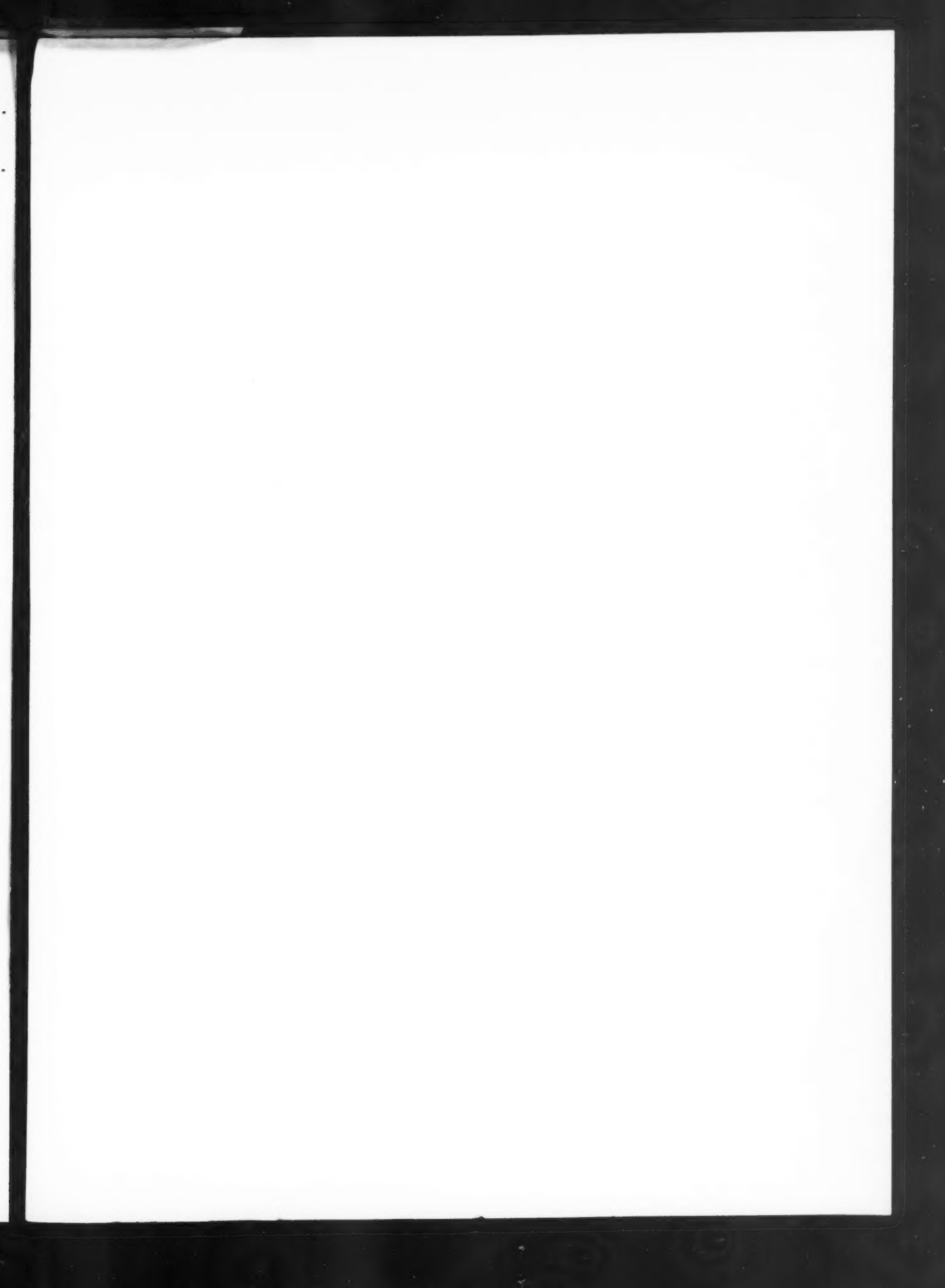
They use the Show as an assured method of personal contact with hundreds of Southeast Jobber Representatives and with thousands of Automotive Retailers who either sell or use their products.

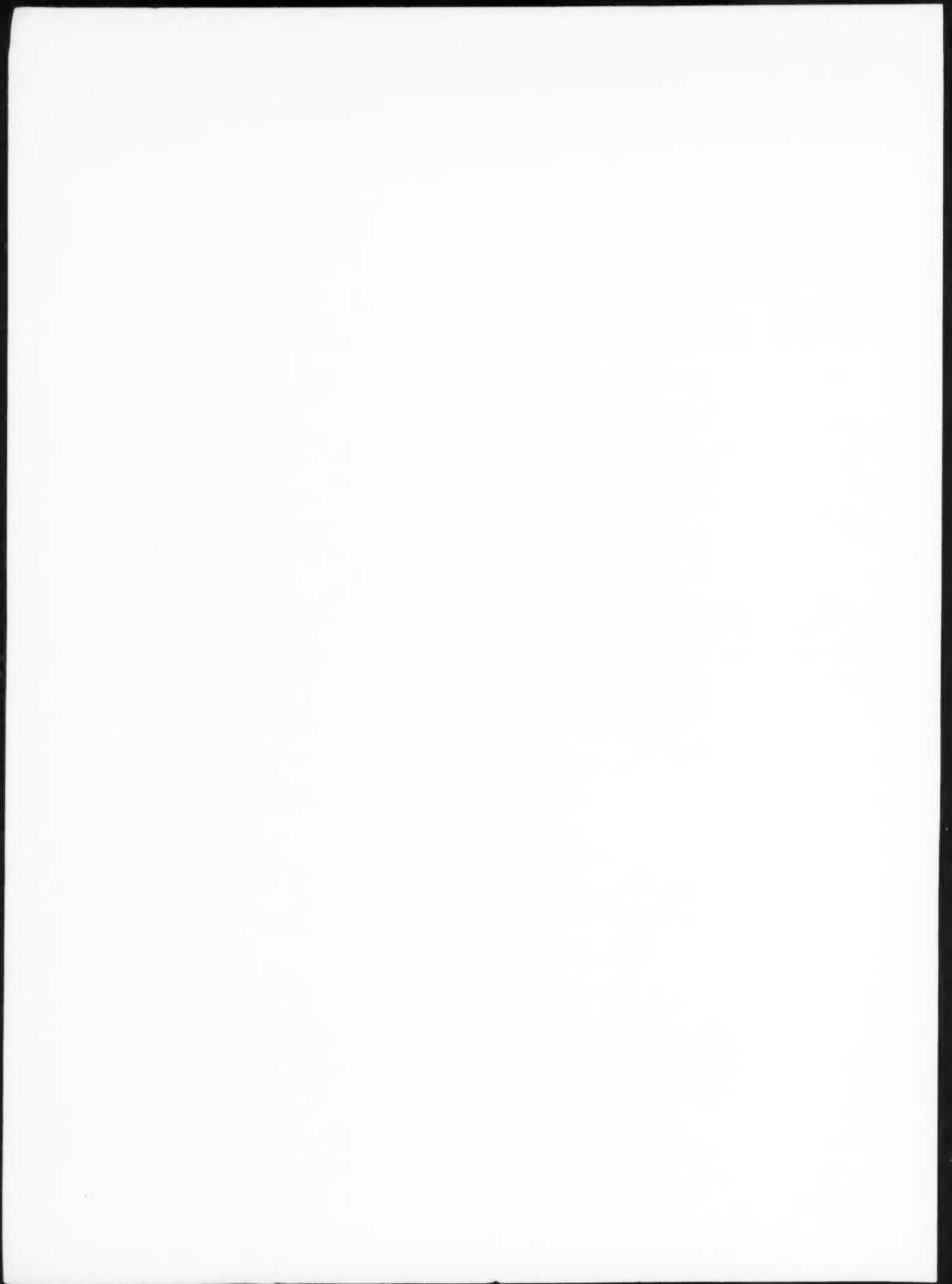
As a reward for their exacting efforts in time, manpower, and money, they are depending on you and your associates to attend the Show.

DO NOT DISAPPOINT THEM • BE THERE!



MIAMI, FLORIDA • DINNER KEY EXPOSITION BUILDING





LEADING JOBBERS SET QUALITY STANDARDS with STADOIL PRODUCTS

➔ *Your Bore Jobs* — are far better when the cutters are sharpened with **STADOIL DIAMOND LAPPING OIL**. Tool finishes are free from scratches and far better holes are possible. Three of the major boring bar manufacturers include samples of Stadoil with boring bars from their factories. **QUALITY JOBBERS** are using Stadoil in their own shops — so tell your jobber you want Stadoil for your boring bars. Sizes ½ pint, pints, quarts — whatever sizes you require. **SINCE 1935** — the standard



➔ *Cylinder Finishes* — that will positively amaze you when cylinders are finished with **HONE ROUGE**. Since 1939 the standard for all cylinder finishing operations. **YOU JUST CANNOT EMBED THE ABRASIVE AND HONED MATERIAL WHEN USING HONE ROUGE FOR THE FINISHING OPERATION.** No. 1 type for mirror finishes — No. 2 type for glossy gun metal finish. Sizes 1 ½ lb. to 6 lb. **PRECISION JOBBERS SHOPS ARE USING HONE ROUGE.** Tell your jobber you want Hone Rouge for your honing.



➔ *Valve Refacers, Piston Grinders, Crankshaft Grinders* — **ALL PRODUCE A FAR HIGHER DEGREE OF FINISH** when **GRIND-ALL** is used in the sump. Grind-All is an additive, used one quart to 30 gallons regular grinding solution. **YOUR JOBBER** will supply you with a four (4) ounce size especially packed as a one-load or "one-shot" for your valve refacer **AND PRODUCE AMAZING VALVE FINISHES.** You will want quarts of Grind-All on your next order. Jobber precision shops are using Grind-All in all their wet grinding equipment.



➔ *Penetrant - Plus* — **FOR STUCK HEAT RISERS**, stuck plugs, stuck heads, and for those noisy speedometer heads in cold weather. **FOR ALL TOUGH JOBS** keep **HEAD LOOSE** in your shop. **A TIME AND MONEY SAVER IN ALL SHOPS.** Jobbers will supply you.



ALL STADOIL PRODUCTS ENABLE YOU TO TURN OUT BETTER WORK MORE QUICKLY
 ➔ **JOBBERS SHOPS DOING QUALITY WORK ARE USING THESE PRODUCTS SO ALL WILL ENABLE YOU TO DO THE SAME QUALITY WORK.**

STADOIL MANUFACTURING COMPANY
 El Monte 4, California

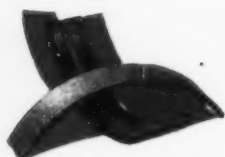
➔ **Southeastern Representative — David Bailey, 553 Greenwood Ave., NE., Atlanta 3, Georgia**

Lasco

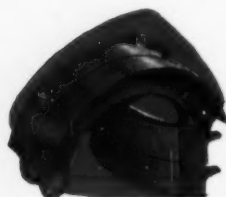
SUPER-BLOX COST MORE TO BUY But Cost 1/2 the Price to Use!

THREE FRICTIONS

Victory Type	.36
Mountain Master Type	.30
Logger Type	.25



LASCO BONDING BLOX, either plain or with the bonding agent applied, are available in SUPER BLOX MATERIAL in standard packages of 80 pieces.



LASCO BRAKE SHOE EXCHANGES are also available in SUPER BLOX MATERIAL, either bonded or riveted. LASCO operates one of the largest and most modern brake bonding plants in the United States with a capacity of 30,000 shoes per day.

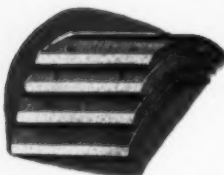


LASCO SUPER BLOX for trucks, trailers and buses are available in both drilled and undrilled sets in 3 different types:

1. VICTORY, a high friction (.36) material for maximum stopping capacity.

2. MOUNTAIN MASTER, the super universal fine car and truck brake material of medium high (.30) friction.

3. LOGGER, a medium friction (.25) material for the ultimate in mileage and economy.



THE LASCO organization is predominantly one of ENGINEERS. Its key men, department heads, research and development staff are MECHANICAL and CHEMICAL Engineers who take great pride in producing not the most, but the finest brake materials the United States has to offer.

Many mass production RUN-OF-THE-MILL brake materials are produced at low cost, for they contain in their manufacture little in addition to asbestos and phenolic resins, compared to the formula of LASCO SUPER BLOX materials which contain 16 ingredients, many of them very costly. LASCO SUPER BLOX are metal reinforced—that costs more, but prevents cracking under severe heat; also provides many times stronger bonding jobs and prevents bonding failure by FLAKE PEELING.

YES, LASCO Super Blox COST MORE to buy, COST MORE to produce, BUT COST the user LESS than 1/2 as much IN THE LONG RUN, and is the most beautifully performing brake material ever built. That is why LASCO production has never caught up to sales in 7 years, and more and more users are buying larger and larger quantities. Try LASCO—YOU HAVE A SURPRISE COMING!

LASCO BRAKE PRODUCTS CORP., LTD.



EASTERN HEADQUARTERS • 2131 LOCUST STREET • ST. LOUIS, MISSOURI

SOUTHERN HEADQUARTERS • 300 MADISON AVE. • MEMPHIS, TENNESSEE

WESTERN HEADQUARTERS • 2615 MAGNOLIA ST. • OAKLAND, CALIFORNIA

KANSAS CITY, 1630 MCGEE STREET • FORT WORTH, 910 FLORENCE STREET

Los Angeles

San Francisco

Sacramento

Portland

Seattle

Spokane

Salt Lake City

LAHER INDUSTRIES





meet

Junior!

newest member of ARCO'S Famous Color Machine Family

He's a chip off the old block, too. Looks like his old man . . . works as fast and as economically, supplying all colors for all cars from only 22 basic mixing colors (lacquer or enamel), the eight most popular colors in gallons, the rest in quarts. Just set Junior on any empty painted drum and you're in business.

All-electric, automatic agitation of all colors at the same time is yours with Color Bar Junior, as are all of the other time-saving features of the Color Bar. In fact, there's only one big difference between him and his famous daddy . . .

Junior costs about half as much... the greatest color matching-color mixing bargain since the first "horseless carriage" rolled down Main Street.

Like to meet Junior? Ask your Arco jobber for full information, or fill in this coupon . . . you'll be surprised when you learn how much Color Bar Junior can do, and how little he costs.



THE COLOR BAR®
*All-time Champion.
Last word in fast,
accurate all-electric
color matching.*



**THE COLOR
BAR® JR.**
*Perfect for any size
shop. Electrically
agitated.*



**THE
COLOR CADDY**
*Ideal, low-cost color
machine. Electric
agitation.*



THE ARCO COMPANY • 7301 BESSEMER AVE. • CLEVELAND 27, OHIO

Paints, Lacquers,
Varnishes, Enamels,
Protective Coatings

THE ARCO COMPANY
7301 Bessemer Avenue
Cleveland 27, Ohio

I would like complete details on the
Color Bar Jr.

Name

Address

City State

YOU'LL HIT PAY



with this great

GOLD MINE



This
BOOK
is for sale for
\$5.00
Yet it is yours
for the
Asking

... it helps the service man to more profitable operation.. it contains information available nowhere else ... it helps make bigger and better sales. There is positively no other compilation of useful hard-to-find, technical information like this in the industry.



YOURS FOR THE ASKING!

Simply place an order for four sets of Leak-Proof Piston Rings. You select the sets you want. You will be billed for the sets at your regular price by the McQuay-Norris jobber from whom you buy. HE WILL SEND THE SERVICE ENCYCLOPEDIA TO YOU AT NO EXTRA CHARGE. Can anything be more fair and liberal than that?

DIRT

money-making
COMBINATION

**CHROME
CONTROL**

LEAK-PROOF
REG. U. S. PAT. OFF.
PISTON RINGS

with the

NEW "400" OIL RING

THIS SET WILL OUTPERFORM ANY OTHER
PISTON RING SET IN THE "HARD TO HOLD"
JOBS REGARDLESS OF KIND, DESIGN OR PRICE

McQUAY NORRIS MANUFACTURING CO., ST. LOUIS 10, MO.



THE
McQUAY-NORRIS
Complete
LINE SERVICE



PISTON
SERVICE



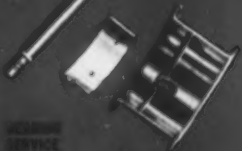
PIN AND
BUSHING SERVICE



SLAVE
ASSEMBLY
SERVICE



VALVE
SERVICE



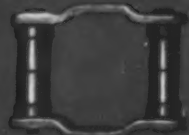
BEARING
SERVICE



WATER PUMP SERVICE



SOCKET
AND NUT SERVICE



SHACKLE SERVICE



PIN, NUT AND
BUSHING SERVICE



PIN
AND NUT SERVICE

TO THE TOP

B. A. STRANAHAN, President
F. D. STRANAHAN, Treasurer

CHAMPION SPARK PLUG COMPANY

FELTHAM, ENGLAND PARIS, FRANCE WINDSOR, CANADA

TOLEDO 1, OHIO, U.S.A.

April 1st, 1953

Dear Champion Dealer:

There's new sock to the Champion Poster campaign this year, with Wilbur Shaw, President of the famous Indianapolis Speedway, and three-time winner of the "500", recommending new Champions for better summer driving.

The poster itself is timely and seasonal and will work effectively for you for many weeks to come. It appears on the right as it will be incorporated in full color pages in Collier's, Life and the Post, with Shaw's endorsement. In addition, 2-color versions will appear in a long list of publications. Here is a tremendous campaign to back you during the best spark plug selling months.

Feature this poster in a special display of Champion Spark Plugs. Be sure your cleaning and testing equipment is in first class condition. If you haven't already obtained them, ask your jobber about the Champion firing indicator, gap tool and spark plug viewer — all selling tools that will help you to make this year's sales volume and profits top anything in the past.

Sincerely,

Jim L

P.S.: It seems that when the chips are down the stock car boys turn to Champion. The first three cars in the Grand National at Daytona Beach, two Oldsmobiles and a Lincoln, were Champion equipped.



DEALERS **IN THE NATION**

CHAMPION'S POSTER ADVERTISEMENT WILL APPEAR IN—
SATURDAY EVENING POST—LIFE—COLLIER'S

POPULAR MECHANICS

POPULAR SCIENCE

AMERICAN LEGION

CORONET

FIELD & STREAM

NEWSWEEK

OUTDOOR LIFE

PATHFINDER

SPORTS AFIELD

TIME

BETTER HOMES
AND GARDENS

GRIT

*"Don't underestimate
the importance of
good spark plugs
for enjoyable
summer driving!"*



—MRS. WILBUR SHAW,
President, Indianapolis Motor
Speedway and 3-Time Winner of
the Indianapolis 500 Mile Race



"Practically all of my life I've been a keen student of automobile engine performance. One thing I learned very early is this—you can't have good engine performance without the best of spark plugs, and spark plugs that are maintained in top notch condition. I've been a Champion fan since the earliest days of my racing career right down to the present, for the simple reason that I've never found their equal. The poster at the right identifies your friendly Champion dealer. It is a sound reminder to the car owner who values good performance coupled with economy to get rid of those winter-worn spark plugs now. Install a new set of dependable Champions and you, too, will be—Set For Summer Driving."

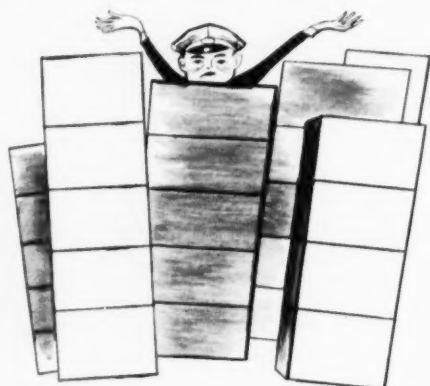
CHAMPION SPARK PLUG COMPANY
TOLEDO 1, OHIO

**We're set for
summer driving!**

**DEPENDABLE
CHAMPION
SPARK PLUGS**



It's smart business to order anti-freeze now!



But it's foolish to clutter up your place of business all summer long—and stock anti-freeze, store it, and stumble over it.



Because summertime is your big-profit time, and you'll need all the floor space you can get to sell fast-turnover items.

THAT'S WHY THE DU PONT PLAN IS THE BEST PLAN FOR YOU

- ★ We stock "Zerone" and "Zerex" until you want it!
- ★ We deliver it when you need it!
- ★ We protect you on price!

Your "Zerone" and "Zerex" is delivered when you know it will move out fast!

Do you realize you need 6 square feet of floor space to store one gross of gallon anti-freeze cans? They make a small mountain of 33 cubic feet weighing three-quarters of a ton. And that mountain stays there—all summer long. But when you use the sensible

Du Pont plan—order early, get delivery when you want it—you can put this area to work. Oil, tires and tubes, batteries, seat covers, spark plugs, and other fast-moving items should be in that space during your busy summer months.



Du Pont "Zerone" is a great money-saving anti-freeze value! Chemical rust inhibitor gives a long-lasting protection against rust and corrosion . . . \$1.50 a gallon.



Du Pont "Zerex" is the outstanding all-winter anti-freeze. One shot lasts all winter in a properly operating cooling system. Formulated with a chemical rust inhibitor...\$3.75 a gallon.

And you're tied right in with Du Pont "Anti-Freeze Week"

Du Pont helps you sell your "Zerone" and "Zerex" with the biggest merchandising idea in the anti-freeze business. "Anti-Freeze Week" drives folks to

your station early with advertising and displays. It doubled and tripled Du Pont Dealers' business last season—and it can do the same for you!



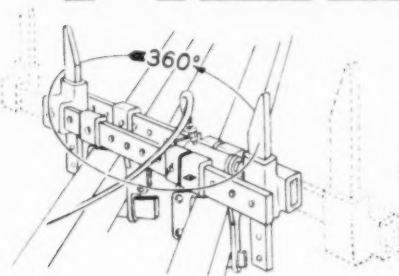
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

IT'S GOOD NEWS ABOUT ALIGNMENT

HELP

IS ON IT'S WAY



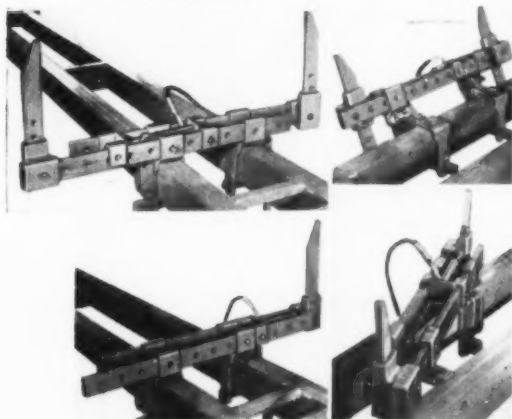
NOW you can straighten today's difficult frames and restore basic body alignment

WITH THE NEW EASY TO OPERATE

Bee Liner **360**

THE BEE-LINER 360 IS THE ANSWER TO YESTERDAY'S ALIGNMENT TROUBLES AND THE ADDED PROBLEMS OF TODAY'S FRAME BODY CONSTRUCTION

- Jack always remains in a low position out of the way, always in line with push or pull, yet tools provide maximum versatility in operating height.
- Angles of push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze are available in any direction in a 360° circle.
- Ample amount of push or pull without disturbing set-up.
- Capable of performing every conceivable frame straightening operation.



for every frame straightening operation.

SQUEEZE

SPREAD

STRETCH

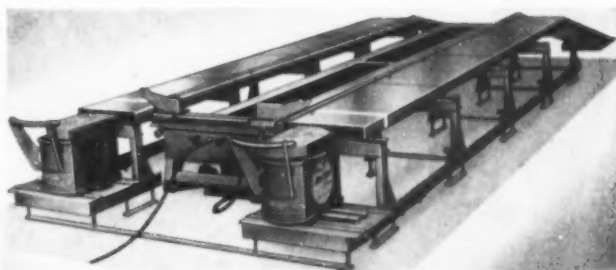
DOUBLE PUSH

STRETCH-PULL

ANGLE PUSH

PUSH

DIAMOND



The Bee-Liner 360 unique design makes it exceptionally versatile. The practically unlimited combination of hook-ups insure a more efficient handling of all frame straightening operations, faster. With full 360° angle of hook-up, the jack is always in line with the push or pull. Jack operates below all obstructions, out of the way. Frame press and knee adjustment insure proper working height. Set-up may be pinned and held while jack is reset for further push. The Bee-Liner 360 for the first time makes it possible to push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze in any of the 360 degree angles.

MAIL TODAY FOR LITERATURE

NAME _____

ADDRESS _____

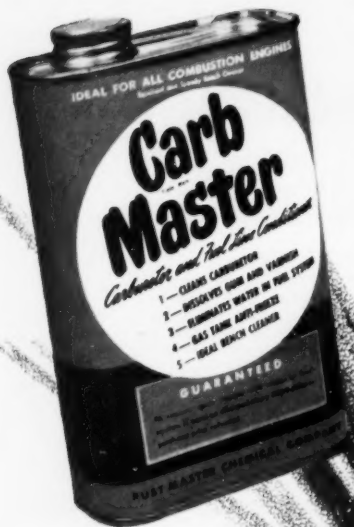
CITY _____

STATE _____

Bee Line co.

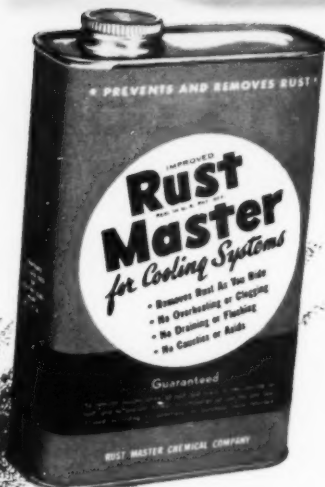
DAVENPORT, IOWA

U.S.A.



1. All Year Round Selling Season...

The 4 Rust Master products will guarantee you volume sales all year round... if you will just mention Rust Master products to all your customers.



2. National Advertising...

Rust Master more than ever before has expanded their advertising all over the country... they'll buy the line this year for all-season selling.

**a 4WAY
ZOOM
to
HIGHER
PROFITS!**

3. Money Back Guarantee...

Rust Master still retains its famous policy of money back on all four products.



4. Priced Right...

Rust Master is priced so that you, Mr. Dealer, can make a good profit on every sale.

© 1953 Rust Master Chemical Co.



NO MUSS — NO FUSS — JUST POUR — NO MORE



PRODUCTS WORK WHILE YOU RIDE
Chemical Company
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

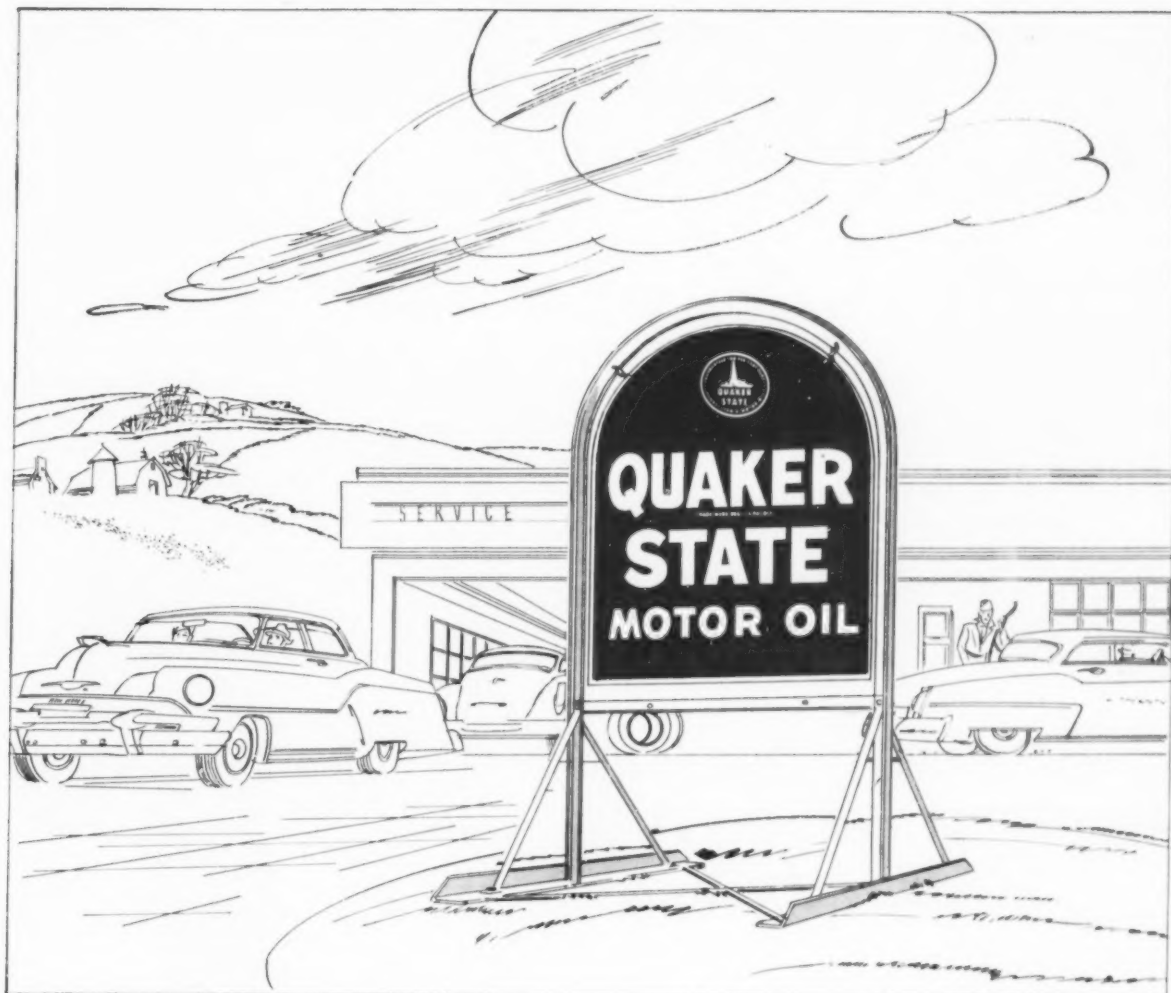
THE SILENT PARTNERS OF MOTOR EFFICIENCY



Copyright 1952 Rust Master Chemical Co.



BUILDS CONFIDENCE



WHAT DOES the friendly green and white Quaker State sign say to people? To you, the dealer, it says, "I sell the best!" And to the motorist, it says, "Here is a man I can trust, because he sells products I trust!" Yes, for almost 50 years Quaker State has been building confidence by specializing in quality and top performance. And today, the Quaker State sign gives people confidence in you, the seller. It brings them in for Quaker State Motor Oil and lubricants, and other services too.

QUAKER STATE
MOTOR OIL AND
SUPERFINE LUBRICANTS

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA. • MEMBER PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION

SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1953

Want more facts? Use Reader Service Card page 118

49

show 'em and sell 'em!



A one minute demonstration of the Hein-Werner hydraulic *Bumper-Lift* will send sales soaring

Show your customers the countless advantages of using a Hein-Werner Hydraulic "BUMPER-LIFT" instead of the conventional-type jack furnished with their car. Point out the sturdier, safer construction . . . exclusive "Knuckle-Joint Hook" that fits any bumper . . . smooth, quick lift—as high as 31½" . . . 1½ ton load capacity . . . controlled lowering of load by merely turning valve. The whole demonstration takes less than a minute. And your sales of V-120 "BUMPER-LIFT" Jacks are sure to skyrocket to record highs.

Ask your H-W jobber for all the facts or write us.

The Hein-Werner line is COMPLETE! It includes "Bumper-Lift" Jacks for passenger cars . . . Under Axle Jacks of 1½, 3, 5, 8, 12, 20, 30, 50 and 100 tons capacity . . . "Swift-Lift" and Service Jacks for road service and shop use . . . "Push and Pull" Hydraulic Jacks for body, fender and frame work . . . Adjustable Car Stands for cars and trucks.

HEIN-WERNER CORPORATION
Waukesha, Wisconsin



Why JOBBER AND MECHANICS CHOOSE Continental PISTON RINGS

● Send us your name and address and a Continental representative will be glad to call on you.



Continental
PISTON RING COMPANY
38 Years of service to the automotive trade
MEMPHIS, TENNESSEE

I do business with Continental Piston Ring Co. because I can depend on their rings for excellent performance, I can depend on their factory for superior service, and I appreciate the individual consideration and the personal attention they have always given my company.

I. J. Cornett
Cornett Machine Works
Somerset, Ky.



There's no guess work when we install Continental Chrome-Flex or Steel-Flex in re-ring or rebuilt engines. After seventeen years of continuous good service, I feel the high quality of material in Continental's rings with Swedish steel segments and correct construction of expanders for each type job, assures my dealer customers of oil control with a minimum wear on cylinder walls, crankshaft and bearings.

W. L. Hearn
Hearn Motor Parts
Monroe, La.

I am proud to admit that my company enjoys an enviable reputation of being a successful engine rebuilder. I know success comes by having the "most quality for the least money." For 2½ years Continental Steel-Flex X-Set has been used exclusively in our motors and Continental Steel-Flex sold over the counter. In that 2½ year period our volume has increased 8 fold, for which I am sure Continental Steel-Flex played an important part.

G. M. Gartrell
Automotive Products Co.
Meridian, Miss.



Jobbers get the best service in the country with Continental Piston Rings because odd size rings are always available at a moment's notice. Jobbers know that for over 38 years Continental has always given them personal attention and individual care in meeting promptly and efficiently the piston ring needs of their customers. Mechanics know they are tops in performance . . . Jobbers find it's good business to sell Continental. Mechanics find it's good business to use Continental. What's good for these two, is good for you, too!

Tell your car owners!

NOW THEY, TOO, CAN ENJOY SILVERTIP'S SUPER-SAFETY!

Now car owners can have the same brake lining that has performed so sensationally in heavy duty, *multi-stop* vehicles! For now Grizzly SILVERTIP Brake Lining comes in drilled and countersunk sets and bonding segments for deluxe service in passenger cars!

The multi-stop operators liked Grizzly SILVERTIP's *super-safety* . . . amazingly *longer* life and surprising freedom from adjustment. And so will those car owners who want the best!

They will like Grizzly SILVERTIP because it is a *different* kind of lining! For SILVERTIP has a reinforcing wire back . . . a strong "backbone" that permits *much denser moulding* for greater stopping power, freedom from fading, and longer wear.

So—now you sell SILVERTIP not only for severe service multi-stop vehicles, but for passenger cars, too! Ask your Grizzly Distributor! Grizzly Manufacturing Company, Paulding, Ohio.



THE BEST YOU CAN SELL!

BEAR IN MIND . . . ASK FOR

GRIZZLY BRAKE LINING

NATIONALLY ADVERTISED! The car and truck owners you want to sell are seeing Grizzly SILVERTIP advertised regularly in *The Saturday Evening Post* and *Collier's*! And with Grizzly's lively merchandising materials you get the perfect combination for boosting your brake service sales!



Saftibond-Silvertip and Saftibond-Syncro—The linings with the original factory-applied bonding agent. Saftibond-Silvertip for deluxe or severe service . . . and Saftibond-Syncro for standard duty.



Silvertip and Syncro-Sets—For riveting. Super-safe Silvertip for deluxe or severe service . . . Syncro-Sets for standard duty. Drilled and countersunk to manufacturers' specifications. Individually boxed.



Silvertip Heavy Duty Brake Blocks—Finished to close tolerances in every dimension, controlled throughout manufacture to assure uniform performance characteristics.



1

**Match any car color
in a few minutes!**



2

**Prepare only as much
paint as you need and
reduce waste!**



3

**Maintain a low paint
inventory at all times**

**Modernize auto refinishing
with the low cost**

*R-M
Tintometer*



The Tintometer is
designed to mix
extremely uniform (200:1
ratio of components)
the complete mixing
takes about 10 seconds
and yields:

RINSHED-MASON Co.

5935 Milford Ave., Detroit 10, Michigan
1244 N. Lemon St., Anaheim, California



In Canada: Standard Paint & Varnish Company, Ltd., Windsor, Ontario



Uine Pentist

NATIONAL BUSHING & PARTS CO.
1221 HARMON PLACE
MINNEAPOLIS, MINNESOTA

YOU'RE

"Big dealers and small dealers alike tell me that their best sales are Auto-Lite Battery sales," says Aime Pouliot. "How can you help but do a top selling job on a line that offers all that Auto-Lite does? Original equipment, national radio and television, plus national magazine and farm paper advertising

and the amazing 'Operator 25' service spell out the best advertised name in the automotive after-market.

"In addition, Auto-Lite's premium 'Sta-ful' rings the bell on extra profits. No wonder dealers agree that carrying Auto-Lite is like having money in the bank for their entire business."

AUTO-LITE BATTERIES

ALWAYS RIGHT WITH AUTO-LITE



NOW! AT YOUR JOBBER



Enjoy all the advantages of bonded brake shoe exchange and offer your customers first quality, nationally known American Brakeblok Brake Lining.

Deliver jobs faster, cut labor costs, step up your brake service volume; and—at the same time—give your customers the long life, instant response and easy pedal action for which American Brakeblok is famous.

Your local N. A. P. A. Jobber has brake shoes bonded with American Brakeblok Brake Lining, in all popular sizes, boxed and ready to go. Call him today!

Protect your reputation...

INSTALL

American
REG. U.S. PAT. OFF.
Brakeblok

THE SAFETY BRAKE LINING

Copyright 1953, American Brake Shoe Co.



Brake Shoe

AMERICAN BRAKEBLOK DIVISION

DETROIT 9, MICHIGAN

Plants in:

Detroit, Michigan; Winchester, Virginia; Hillburn, New York; Lindsay, Ontario; Gif, France

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 33

APRIL, 1953

No. 4

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ANNUAL SUBSCRIPTION—\$1.00 FOREIGN—\$10.00

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 5, Ga.

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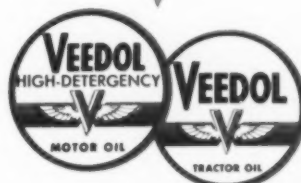
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100% PENNSYLVANIA



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For Cars and Trucks—High Detergency Veedol, "The World's Most Famous Motor Oil," is one oil designed for top performance under all driving conditions. Veedol's exclusive "Film of Protection" actually cleans motors as they run . . . protects bearings against corrosion and assures a smooth, powerful, easy-running motor.

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Veedol Oils and Greases are sold through independent distributors and carry a full margin of profit. Write for information today!



NOW! AT YOUR JOBBER



Enjoy all the advantages of bonded brake shoe exchange and offer your customers first quality, nationally known American Brakeblok Brake Lining.

Deliver jobs faster, cut labor costs, step up your brake service volume; and—at the same time—give your customers the long life, instant response and easy pedal action for which American Brakeblok is famous.

Your local N. A. P. A. Jobber has brake shoes bonded with American Brakeblok Brake Lining, in all popular sizes, boxed and ready to go. Call him today!

Protect your reputation...
INSTALL

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Brakeblok
THE SAFETY BRAKE LINING

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Brake Shoe

AMERICAN BRAKEBLOK DIVISION

DETROIT 9, MICHIGAN

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 33

APRIL, 1953

No. 4

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Member of Audit Bureau of Circulations
Member of National Business Publications, Inc.

ANNUAL SUBSCRIPTION—\$1.00

FOREIGN—\$10.00

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 5, Ga.

Publishers Also of

SOUTHERN POWER & INDUSTRY SOUTHERN BUILDING SUPPLIES
ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN HARDWARE

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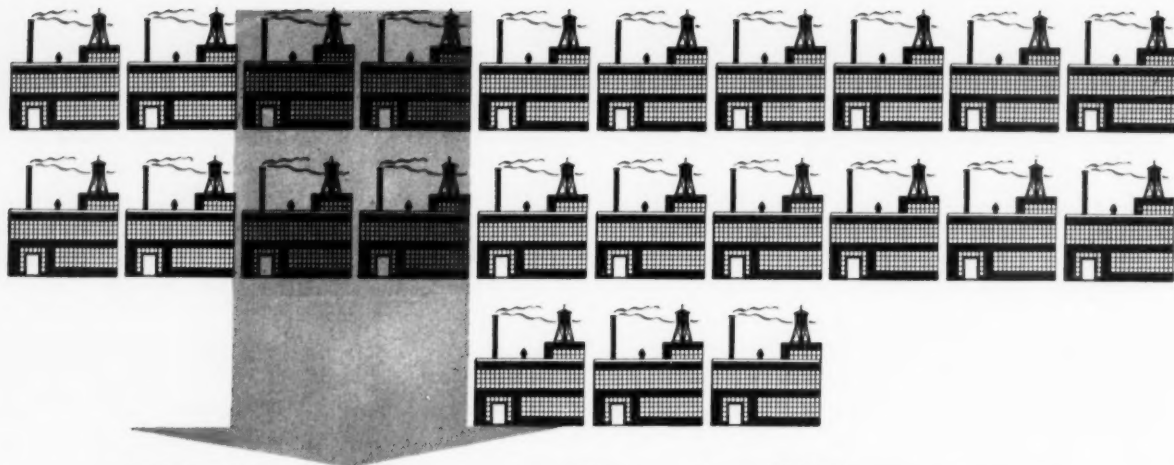
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Veedol Oils and Greases are sold through independent distributors and carry a full margin of profit. Write for information today!





23 leading engine builders use Sealed Power chrome rings!

**FOR
REPLACEMENT**
Give your customers the same
superlative quality in
**Sealed Power
KromeX**
FULL-FLOW RING SETS



MD-50 STEEL OIL RING
with the Full-Flow Spring
and chrome-faced side rails
for double mileage

LONG CURVES
NOT SHORT CRIMPS
TWICE AS MANY SLOTS



**TOP COMPRESSION
RING**
of chrome-alloy
cast iron has
solid chrome face
factory-lapped to a
light-tight finish



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS! BEST IN OLD CARS!



SPOTLIGHTING *the* NEWS

The production battle was well underway as April, 1953, rolled on to the human scene. If there was any doubt up until a few days ago, that's all gone now, 'cause Harlow H. "Red" Curtice, president, has passed out the official word from GM. While Ford Motor Co. has pointed to its expenditure of a cool billion since World War II, GM has spent two and a half times that amount in expanding.

"I believe 1953 will be one of our best years from the standpoint of physical volume as measured in automotive units and our biggest year dollar-wise," said Curtice. "After carefully appraising our markets and our products, I can foresee a total sales volume for 1953 of approximately nine billion dollars, of which about 20 per cent will represent defense products." For our industry, he said "our production schedules for the first six months of 1953 for the U. S. and Canada are at a rate 50 per cent higher than for the first six months of 1952. This will result in total production slightly larger than for the like period of 1950."

Used cars roll back ponderously into the picture under the impact of such authoritative announcements. No wonder that every dealer with a heavy inventory was re-sizing his operations with an eye on how to maintain as low a stock of used cars as possible hereafter, knowing full well that the tune his new-car sales will be keyed to henceforth will be ground out on the used-car lot.

Are you "merchandising" your employee benefits? Are you one of many officials of companies who have gone to great trouble and considerable expense to set up sickness, hospital, death, etc., benefits for your employees in the hopes that they will think twice before going elsewhere? A prominent Chevrolet dealer of the South, T. A. "Tommy" Williams of North State Chevrolet, Greensboro, N. C., has done an outstanding job in employer-employee-public relations. The employee, as well as the customer, gets close attention from management there. When your employee is away sick, how do you handle the check? By mail? Send it by a messenger or other employee? North State Chevrolet encourages

the employee's wife to come down. At that time management gets the latest word on the employee's health, gets to know the man's wife better and she, in turn, gets around to thinking of the company as certain people she knows and not merely a "company." It doesn't hurt a mite, either, for other employees to see her coming in for the check every pay day; it reminds them vividly of the fact that it could be their wife out there in the front office. North State "merchandises" its employee benefits in many other ways which you will soon be reading about in this publication.

Direct mail and how to give it the personal touch that brings in business seems to be on a lot of minds these days. Three dealers in cities with less than 30,000 population told SAJ editors last month they had abandoned "canned" systems in favor of personalized direct mail prepared by themselves and their employees. "I know what I do with form letters and cards that reach my desk," said one, "and car owners were doing the same thing with our direct-mail pieces. It used to be that only businessmen were swamped with this type of advertising. Now everybody gets it and almost nobody gives it a second glance." Another in the series on direct mail appears on page 72.



"Howinell you think it happened?"

Best way to attract the customers isn't always the most obvious. W. B. Cox, the highly successful Willys-Packard-Hudson dealer at Florence, S. C., and Hudson franchise-holder at Columbia, S. C., ran a newspaper ad which featured prominently the line: "Let Us Take You for a Ride." In no time the firm at Florence began getting calls and friendly jibes. One man cracked: "Oh, yeah! I've already been taken for a ride at your place." Not until then did Cox think of the other meaning which could be read into that line. "But it created more conversation and interest than anything we had carried in an ad in a long time," he said.

They're working overtime at the car factories to get ahead of each other. How hard is your noggin working to get ahead of the rest of the gang along Automotive Row?

An outstanding opponent of continued expansion of centralized government says



ALLAN SHIVERS has had a notable career in the service of the Lone Star State. At the age of 26 he was elected to the Texas Senate and served three four-year terms. In 1946 he was elected Lieutenant Governor and three years later he became Governor. In 1951 he was elected Chairman of the Southern Governor's Conference.

THE PEOPLE of the United States today have a real opportunity to reverse the trend toward Big Government.

For a discouragingly long time we have seen the growth in this country of a feeling of impatience with any limitations on the powers of the Federal Government. We have witnessed the spread of the doctrine that Congress and the President and the Federal Government should have any power they chose to assume—that they should be permitted to coerce the individual citizen to whatever extent they may deem necessary in promoting their own concept of the general welfare.

Now, happily, it seems that the pendulum is poised for a swing in the other direction: away from an all-powerful central government, away from government by executive decree, away from the specious theory of "paramount rights" assumed without benefit of constitutional or statutory provision — away, in short, from Big Government and its attendant evils.

A demand is growing among the people of the United States—and especially among the people of the South—that government be brought back home.

Back home to the states.

Let's Bring

By **ALLAN SHIVERS**

No. 5 of a series on problems of business and government

Under the basic law of our land, the states have never been in a position of subserviency to the Federal Government. The states are the creators, not the creatures, of the Federal Government. That fact has been too much forgotten.

The doctrine of states' rights is not an empty concept, not merely a topic for speeches by politicians. It is the foundation stone of our whole system of government.

Article X of the "Bill of Rights" of the Constitution of the United States provides specifically and in unmistakable terms that all powers not expressly delegated to the Federal Government remain with the states and with the people. That is one of the fundamental safeguards provided in the Constitution. Another is that which guarantees the individual citizen the free and full exercise of certain rights and protects him against encroachment and coercion with respect to those rights.

It is because of such safeguards as these in the Constitution that the American Government has survived longer than any other government which existed at the time of the document's adoption.

Ours is a government which derives its powers from the governed themselves—from the people. Our Federal Government is not sovereign. Only the people are sovereign in this country. In our Constitution, the American people set up a government of law, not a government of men.

To the extent that we stray from this basic concept, our American form of government is endangered. There has been too much straying from it in recent years.

REPRINTS up to five will be furnished without charge.
Larger quantities will be supplied at cost, 3c each.
W. R. C. SMITH PUBLISHING COMPANY
806 Peachtree St., N.E., Atlanta 5, Ga.

Government Back Home!

Governor of Texas

"We must fight to halt the flow of governmental power to the national capitol."



But, say the proponents of an all-powerful central government, conditions have changed along with the times. When the Constitution was adopted in 1787, this country had a population of less than four million and the Union was composed of only thirteen states. The Big Government advocates claim that the men who drew up the Constitution could not have foreseen these changes and would not have presumed to legislate finally for a country which is now composed of forty-eight states with a combined population of more than 150 million.

Is there justification for this claim?

I think not.

We Have a Federation of States

I believe that the framers of the Constitution meant for certain of its provisions to be as rigid as language could make them. I believe that they intended for these provisions to remain unchanged through the years, so long as this nation should endure. It is my

considered opinion that these rigid provisions are principally responsible for the survival of our Constitution for one hundred and sixty-five years, making it today the oldest constitution in continuous operation in the world.

The provisions I am talking about are those which set up our government as a federation of states—a Federal Government—and not as a centralized national government.

There are several such provisions. Let us consider just two of them: that providing for amendments to the Constitution and that giving each state equal representation in the United States Senate.

The Constitution provides, of course, that amendments may be submitted to the states by two-thirds vote of each house of Congress. But amendments cannot be put into effect until they have been ratified by three-fourths of the states. It is important to note that this ratification is not by the people of the United States as a whole. Such ratification must come from

(Continued on page 112)

TEXACO DEALERS ARE WELL PRIMED FOR THE *BIG SPRING PROFIT PUSH!*



WARM weather's coming — and so is a sizzling hot promotion to sell Texaco Dealer Spring check-ups to millions of motorists all over the U.S.A.

Texaco Dealers can't miss with a hard-hitting nationwide advertising line-up like this: Full-page color ads in the big magazines will reach over 40-million readers.

Milton Berle, America's No. 1 Oil Salesman on The Texaco Star Theater will be selling to his audience of over 25-million viewers — and coast-to-coast billboards will deliver more than 30-million messages *daily!* All that plus colorful station window streamers and stickers, direct mail, and other Texaco Dealer promotion material.

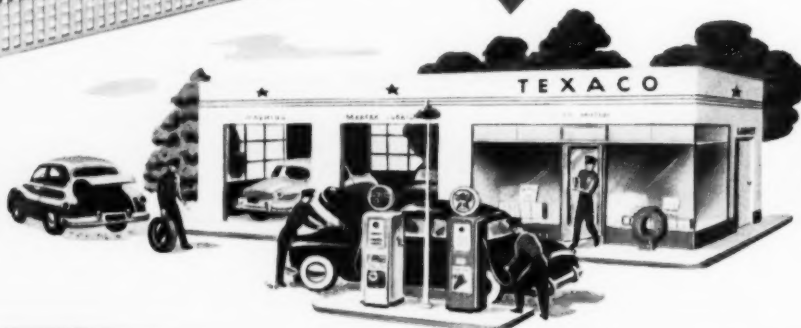
One more example of the complete advertising-promotion job The Texas Company does for its Dealers. It all adds up to more business, and bigger profits for Texaco Dealers in all 48 states!

THE TEXAS COMPANY



**Pays off
HERE**

*No wonder TEXACO DEALERS
are such busy dealers!*



**All star line-up for
TEXACO DEALERS**

Sky Chief and FIRE-CHIEF GASOLINES

**HAVOLINE and
TEXACO
MOTOR OILS**

**MARFAK
CHASSIS
LUBRICANT**

**P T
ANTI-FREEZE**

**REGISTERED
REST
ROOMS**



Washboy Frank Morton (left) suggests an exhaust extension to a customer. His incentive commission averages \$40 to \$90 monthly. Mechanic Scotty Jellison (left below) shows a customer the need for replacement of brake linings.

By **WILLIAM PERRINE**
President, Perrine Bros., Inc.
Alexandria, Va.



**Everybody Works
Harder Because**

All Share in Incentive Plan

OUR incentive pay plan covering all employees has practically eliminated labor turnover.

In effect since our opening six years ago, the incentive pay plan has demonstrated that despite the acute labor shortage in this area, personnel can be retained with good wages.

The majority of our full-time and part-time men from shop foreman and service managers right down through wash boy have been with us five to six years. The average employment record is three years.

Given the incentive of a commission to sell more parts, our men put forth greater effort. I would estimate that their alertness to car needs has increased volume by 50 per cent. Remove the incentive and

a man would do all the labor he could but neglect to sell parts. With an incentive plan he's in there working as hard for himself as he is for us.

Any employee who has been with us three months is eligible to draw his share of the five per cent commission paid to all employees on gross sales, other than gasoline. Let me break this down so that the plan may be understood in its entirety:

Mechanics are paid 50 per cent of labor sales and a commission of five per cent on gross parts sales divided equally among them. All other employees receive five per cent commission on total sales, including labor, accessories, batteries, tires, etc. There is also an individual commission of 25¢ paid

for each tire sold by an employee.

Coupled with this, we have a complete inspection program for every car that comes in, no matter how minor the repair. Doing a \$300,000 yearly volume, we are able to effect substantial increases in take-home pay, as examples below show:

During the slow month of January our two mechanics averaged \$90 each in weekly salary. There was a gross parts sale of \$1,500, of which \$75, or five per cent, was divided between the two. Their weekly pay came to \$99 each, for January.

Commissions are paid once monthly right after the 15th.

Let us take the peak business during inspection months which in Virginia are May 1 - June 15 and



The author (left) gets a big smile from Mechanic Burton Johnson on pay day. Incentive pay for each mechanic has been as much as \$75 a month.

October 1 - November 15. During these six-week periods our three mechanics average weekly earnings on labor sales of \$175 each. Their commissions on parts sales last October came to \$75 each, or \$19 weekly, bringing their weekly earnings to \$195.

Take our lubrication man who does a conscientious inspection for defective parts as he greases a car. He gets a straight salary of \$55 weekly throughout the year. Averaging \$5 to \$10 weekly in overtime pay, he also receives about \$40 in monthly commissions during slow months on total sales, \$90 monthly in busy months. His weekly earnings come to \$75 in slow months. In busy months he has earned as much as \$87.50 weekly.

Our washboy earns weekly anywhere from \$75 to \$97.50. Receiving a straight salary weekly of \$50, he puts in overtime weekdays, Saturdays and Sundays amounting to \$25 to \$30. In addition to this his monthly commissions average \$40 in slow months, \$90 in busy months. However, I would like to add that we have an unusually good "washboy" who charges batteries, repairs tires, cleans the office and restroom, goes out on road service, hauls the trash off weekly and does a number of other chores.

Similarly our shop foreman's weekly pay is substantially increased by the incentive commissions. Receiving a straight \$75 weekly salary, he earns during busy weeks \$95, during slow weeks \$85.

Operating on a 40-hour pay

week, we increase our force during after-business and weekend peak periods with six or seven part-time workers in slow months and nine part-timers in busy months, bringing our staff to 17 in slow months, 20 in busy.

Our full-time employees are off Saturdays and Sundays unless they request overtime, for which they are paid. Part-time employees contribute an average of 15 to 20 hours weekly for which they are paid on an hourly basis. This pay varies

from 75¢ an hour for an inexperienced high school boy to \$1.50 an hour for our part-time service manager.

They receive their proportionate share of this five per cent incentive commission. If one of the high school boys at 75¢ an hour puts in 20 hours, he earns \$15 for the week. However, in a slow month when weekly commissions amount to \$10 for full-timers, he will receive \$5, or his proportionate half of a 40-hour week.

This same is true of our part-time service manager who has been with us for six years. At \$1.50 an hour he earns \$30 for a 20-hour week. Like other employees he gets his proportionate share of incentive commissions on a 20-hour weekly basis.

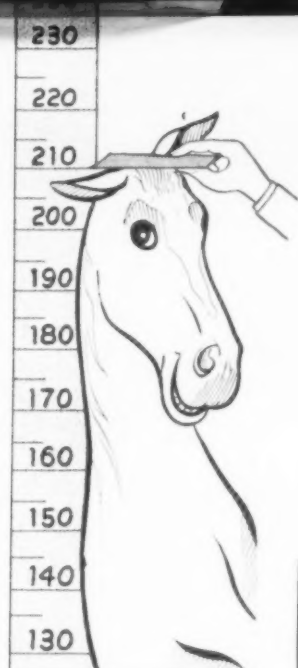
Our incentive pay plan is made all the more effective through our complete inspection program. There are many shops, I know, that will carry through a lubrication when a customer requests it and will do nothing else. We believe that a customer is truly appreciative when defects, especially those that may lead to higher repair bills and accidents if neglected, are brought to his attention.

We make a note of these recommendations and talk them over with the customer when he returns. If they are urgent, we call him by telephone.

This is a typical instance:
(Continued on page 110)

"You interested in stopping if you had to?"





Where's Horsepower Headed Now?

1947	
Packard	165
Cadillac	150

1949	
Cadillac	160
Packard	160
Lincoln	152
Buick	150

1951	
Chrysler	180
Cadillac	160
Packard	155
Lincoln	154
Buick	152

1953	
Cadillac	210
Lincoln	205
Buick	188
Chrysler	180
Packard	180
Oldsmobile	165
DeSoto	160

ARE car manufacturers engaged in a "horsepower race"? What has happened to horsepower ratings of stock models in the post-war years? And why have substantial increases in horsepower ratings been made?

These questions and others have been asked by many safety officials, many automotive people and even more people not connected with the trade.

Certainly there can be no doubt that horsepower ratings of passenger cars have been raised in recent years.

In 1946 the top rating for a standard American passenger car was 165 horsepower (Packard), and only one other car had a rating of 150 horsepower or more.

In 1953 the top rating for a stock model is 210 (Cadillac) and six other cars have ratings of more than 150. Leaving out several lines specifically advertised as "light" cars, only one standard model has a rating of less than 100 horsepower.

While the increase in horsepower ratings is obvious, the reasons for the increase and the value of higher horsepower to the motorist are not so easy to agree upon. In answer to criticism from some people who feel that horsepower should be limited for safety reasons, manufacturers of cars with top horsepower ratings have been quick to point out that they are interested in better performance throughout the driving range, rather than in increased speed.

No manufacturer has said that

his company is trying to outdo other manufacturers in horsepower ratings and several have denied that any sort of a horsepower race exists in the industry.

"We have never been interested in the horsepower for speed alone," said J. M. Roche, general sales manager, Cadillac Motor Car Division. "We went to horsepower:

"1. To get some more gas economy—about a couple of miles more in the 1953's than the 1952's.

"2. To get smoothness and quieter performance of the engine, and,

"3. Greater acceleration at the lower speed.

"Not Interested, Unless - ."

"Unless we can see that it will serve the purpose of one or all of the three above factors, we are not interested in increasing Cadillac's horsepower further."

Any car today can not be driven at its top speed for very long due to roads and the need for safe driving, he pointed out.

"As far as Chrysler Corp. is concerned, there is no race for first place in horsepower," said A. vanderZee, vice-president. "If Chrysler is in a race, it is the competitive one to give motorists greater car performance. Horsepower, as such, should not be confused with a car's performance ability."

Horsepower is only one important factor in evaluating performance, vanderZee said, listing others as:

1. Torque, the force the engine gives the rear wheels so they can

push the automobile forward.

2. Weight of the car in relation to engine output.

3. Economy in operation—maintenance.

4. Consistency in operation during the life span of the engine.

5. Economy of the engine in the use of fuel.

George W. Romney, executive vice-president of Nash Motors Division, said recently that he believes horsepower should be kept in line with existing highways.

"I do not mean that there should not be engine improvements," he commented, "but they should be sound advances and not merely horsepower increases."

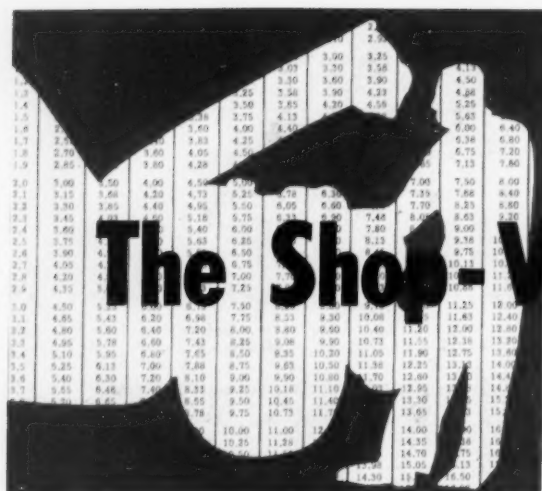
As a matter of fact, the term "horsepower" itself can be confusing, since there are at least four different kinds of horsepower measurements used for automotive engines.

Indicated horsepower is the actual horsepower produced in the cylinders of the internal-combustion engine.

Friction horsepower is the power lost in driving accessories and in sucking in fuel and pushing out exhaust gases.

Brake horsepower—the rating generally used in the United States—is the power produced by the engine where it can be used, at the flywheel or the end of the crankshaft. It is found by subtracting the friction horsepower from the indicated horsepower. When an advertisement for a car speaks of "140 horsepower," it re-

(Continued on page 100)



The Shop - Volume Picture

**Southern garagemen
and dealers answer.**

SERVICE volume in the South and Southwest was holding a steady course during the first part of 1953.

A SOUTHERN AUTOMOTIVE JOURNAL survey of 700 dealerships and garages showed last month that automotive service, which gained in importance during World War II and came through the post-war sellers' market for new cars with flying colors, is in solid shape for the competitive days ahead.

Comparing the first two months of 1953 with the same period of last year, one out of four shops reported that service volume had increased. About 40 per cent said that volume was approximately the same and 37 per cent reported a decrease in volume. Most of the decreases were less than 15 per cent, with only a few scattered shops reporting a drop of more than 25 per cent.

The ending of government controls on customer-labor charges on Feb. 18 affected the industry only slightly.

Only six per cent of the shops replying to the survey had increased their hourly charge to customers since the ending of controls. A study of their present hourly charges showed clearly that this was not an inflationary trend but rather the efforts of individual shops to bring their charges into line with what other shops in their localities were already charging.

Nine per cent of the shops replying had been granted increases during the period of controls, primarily to make their charges conform with the local level. A substantial 85 per cent have made no change in customer-labor charges,

either during or after controls.

The National Automobile Dealers Association has urged its more than 34,000 members to be slow to make any increases just because controls have been removed. Individuals, as well as associations, seem to be viewing the end of controls with conservatism. A typical comment came from Harry N. Riley, Riley's Garage, Beckley, W. Va., who said:

"They'll Settle Down"

"We have been in business since July, 1951, and so can't speak as those who have been in the business longer, but personally I think the lifting of controls will help business as a whole. People who are restricted by anything will be a little 'wild' when it is lifted. But when they realize they are really free, they will settle down to normal.

"So I believe in a little while things will level off and the law of supply and demand will work better than government controls."

An analysis of current hourly charges showed that the size of the city or town is probably the most significant factor in determining such charges.

Almost half of the shops replying to the survey now have a \$3 scale. In smaller cities and towns, \$2.50 seems to be average, both in the Southeast and Southwest. In

a number of metropolitan centers the scale is \$3.50, with \$4 reported by shops in a few cities.

"We ought to raise our rate to \$3.50 but we do not want to do so because we feel it is time for things to level off," commented a Chrysler Corp. dealer in northern Florida. "However, we can't hold the line by our small selves and may be forced to go up."

A tabulation of the percentage of shops with various hourly charges shows:

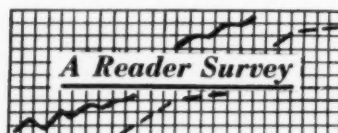
\$2 and under	6%
\$2.50	23%
\$2.75	5%
\$3	45%
\$3.50	18%
\$4	3%

The "two to one" ratio that has prevailed for so many years in the repair business received attention during a service clinic at the convention of the National Automobile Dealers Association. Fred J. Fletcher, Buick dealer of San Jose, Calif., a key speaker at the clinic, questioned that the "\$2 customer-labor per hour, \$1 mechanic's pay" ratio was still adequate.

Since 1946 labor costs have tripled, he said, but service profits to the dealer increased only 50 per cent. This was due, he stated, not only to increased pay for mechanics but also to fringe benefits in federal and state social-service costs and such additional expenses as vacations, advertising, added supervision, etc.

Factory - suggested flat - rate charges, as a consequence, are obsolete in many cases, he said. He urged shops to keep a close check

(Continued on page 132)



Paint Bar Boosted Sales

By C. Thomas

ABOUT a year ago, Henry's Garage, Rockdale, Texas, was buying paint by the quart-of-this-and-a-quart-of-that method. Then last spring E. E. Henry put in a paint mixing bar.

During the first two months, paint volume took an upward swing that was beyond all expectations. And it continued to grow.

"The installation set me back \$930," Henry said. "That included cost of the equipment and the first month's supply of paint.

"I put the deal in more for my own convenience than anything else. I already had a nice painting business that kept one man busy here in a town of 2,300 people all the year around. But it was taking too much time to match colors.

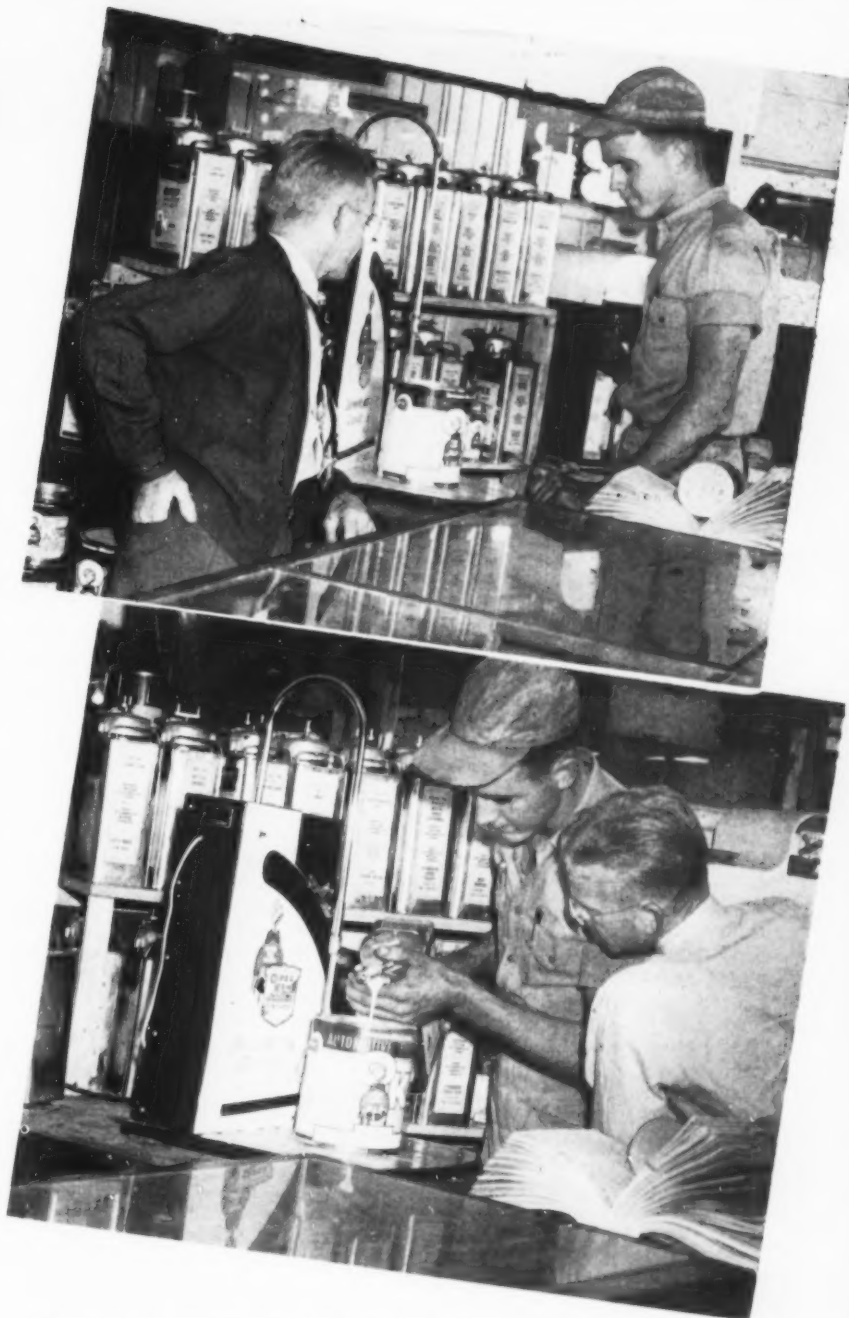
"Mixing paint by hand, without a formula, was a trial-and-error thing. To be safe, we had to mix up more than we knew we would use. It would have been one chance in a thousand to mix up the same color, if we mixed sparingly and ran out before a job was completed."

When the paint company told him about the potential, Henry laughed. He had no faith in the figures presented to him. He was born in Rockdale and had been in the garage business there for years.

"Just let that go by the boards," he told the paint men. "I'm going to take this on for my own convenience."

The paint men felt that once the system was set up, Henry would learn from direct experience the possibilities of selling paint mixed to order. He did.

"Where I had one man painting cars before, I now have three," Henry commented. "I wouldn't blame you for questioning the



The paint mixing outfit, which occupies only a small space, catches the eye of many customers. After choosing a shade from the chips in the formula book, customers like to watch their special batch mixed.

paint volume I'm doing. If anyone told me that there was this much paint business to be had in a town of 2,300 people, I wouldn't believe it either."

But Henry's records show clearly that the volume is there. One month last fall, for example, his paint bill was \$550 and for the succeeding month it climbed to \$784.

"In more ways than one," said Henry, "this paint-mixing equip-

ment is a good investment. It is a merchandising unit as well as a functional thing. It fascinates people and they become interested in paint. Cans of paint on shelves never did that."

Henry has what is called a six-unit mixer. That is, he can mix as many as five colors at a time, leaving one mixer for the thinner which is used in all formulas. Many formulas call for five and



Henry is shown with his smaller mixer, which is used to prepare paint for little touch-up jobs.

six colors to make the required shade.

"Having a smaller unit would slow up the mixing," Henry said. "With my set-up, I can mix a gallon of any color in about five minutes.

"I get 33 1/3 per cent more profit from mixing my own colors than I'd make selling stock colors," Henry said. "The customer does not pay a cent more for a gallon of the mixed colors. It's just that the basic colors I use carry a higher discount.

"Besides, what shop this size could afford to stock all the various standard colors for different companies? The loss in obsolescence would forbid it, even if the garage had the room and the money to tie up in such a mammoth stock. Of course, special colors can be ordered from a jobber, as we used to do, but sometimes that meant a delay on a hurry-up job until the paint could be sent to us."

Some unexpected sources of paint volume have turned up since Henry installed the unit.

"I'll sell as much paint to trailer owners as to any other source," he said. "This business started when the owner of a trailer came in for a minor repair job on his car. He started looking through the paint chips in our formula book. Stopping at an unusual yellow, he asked if we could duplicate that color.

"I told him, 'Even that one.'"

The trailer owner wanted to know how much paint it would take to paint a house trailer and



gave Henry the dimensions. It figured out to about two gallons.

"What are you waiting for? Mix it up," the trailerite ordered.

"I had never thought about house trailers having to be repainted," Henry admitted, "but they do. I have sold hundreds of gallons of paint for that purpose. One man paints his trailer, a neighbor follows suit and on it goes."

When asked why these trailer owners hadn't been buying stock colors, Henry said:

"People owning trailers tell me they didn't know what color to ask for.

"I've been in the garage business here for years and I've painted cars for years. People don't know what color to ask for. Those who used to come in for a paint job would ask me to match the old

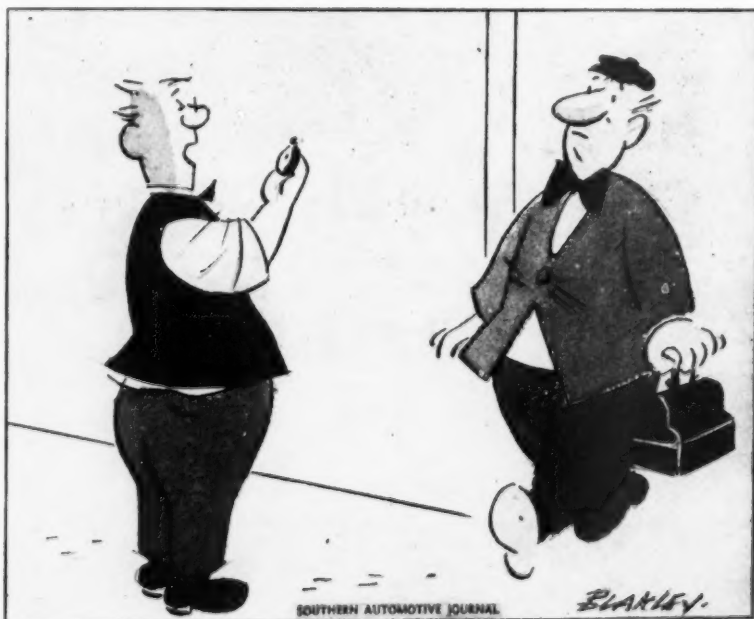
color on the car. Now that's all changed. They come in, look through the color chips and have their cars painted one of the newer colors."

Of course there were always paint chips for stock colors, showing what could be ordered. But customers seem to like the idea of having the paint mixed right at the garage, where they can watch if they wish.

Henry still has to match colors for small touch-up jobs. He has the basic formulas, but since colors on the car fade as time passes, he must experiment to get the exact duplicate color.

Henry didn't believe the paint people when they told him how much business was to be had for the asking. But now he is fully aware of the potential right in his own backyard.

"Well, good! This is the earliest you've ever been late."



Road-Test Diagnosis Sells Tune-Ups

This program makes a customer feel the shop is not just grabbing for his money. And it builds volume faster than slick sales talks.

By ROBERT B. BAINE

Owner, Baine Motor Co., Norfolk, Va.

WE DO a \$200 weekly volume in tune-ups, averaging about \$800 monthly in this service alone.

Over a recent two-month period we had 242 service orders, 80 per cent of which were for motor tune-ups. Of those 242 orders, I would say that work on about 215 of them had been suggested by our shop mechanics after a thorough inspection of the customers' cars. We have been working practically beyond shop capacity despite the newness of our operation.

We believe that road testing all cars to determine what is wrong has more than paid off for the average five minutes of a mechanic's time that it takes. And road testing is in large part responsible for the increasing volume we have had.

Frequently a customer will come in here and tell us that his engine is missing or that he feels a lode in the car or that he has trouble starting it.

Because we look at every car coming in here as if it were our own, we get into the car with the customer and give it a road test for three or four blocks. If the customer has a great many complaints about his car, a road test may take ten minutes—but it is ten minutes well spent from both the customer's and the shop's point of view.

First, it gives our mechanic a chance to discover actual cause of the trouble. He knows the job will fall to him to correct it and so it is not time out of his pocket. Second, and most important, it means greater customer confi-

dence as we convince him by performance that there is something actually wrong.

Practically every car owner to whom we suggest a tune-up asks us to go ahead. We have convinced them by road test. We point out sticking valves or poor compression or burned spark plugs or faulty timing. We tell them what a road failure can mean in higher bills or even in safety.

Even when a customer points out a difficulty, we still give the car a road test to make certain of the diagnosis. The other day a

car stalled not very far from our shop. We were called out, got the car started, mentioned casually that a tune-up was needed and road tested it right there. That took just three minutes.

In another case where a car was losing power, we found two weak cylinders with low compression. We replaced two exhaust valves.

We had another car in for tune-up and fuel-system adjustment. We found the carburetor corroded with rust and dirt. Reconditioning the carburetor was necessary.

In another case where a tune-up was advised, we found the carburetor pump bad, with washers worn out. A new pump had to be put in.

These are a few jobs that turned up with a tune-up.

A road test offers a fine opportunity to make other observations under the customer's eye. You notice brakes, whether you have to push the brake pedal all the way down to the floor, whether the steering is wobbly, whether the wheels are out of balance and the tires rough. With the customer right at your side, you can call it to his attention.

This is volume that a shop can find by taking a little more time to look into the performance of a car.

Because we guarantee our work and promise money back if the customer is not satisfied that the

(Continued on page 98)

Practically every recommendation for a motor tune-up is accepted by customers since road tests have already shown them service is needed. The author (right) explains to a customer why his car has lost power.





Cashier Mary Katherine Burton, who handles the mimeographing, checks a letter with Schneider.

By Baron Creager
Southwestern Editor

INEXPENSIVE, mimeographed letters to owners, with a message that sounds like the sender, have been found effective by Ed Schneider, service manager, when used in an effort to take up the slack that often develops in the shop in off seasons.

Schneider's service department is that of the Little Rock (Ark.) Willys Co., which has 400 owners in Little Rock and the adjacent territory, including smaller communities within a radius of 15 to 20 miles.


To these go Schneider's non-professional, mimeographed letters on company letterheads. Since a majority of the recipients have seen Schneider and talked with him, they recognize the message as being his own composition, because it sounds like Schneider.

But in using this device to get service business, there are a few rules to observe, warns Schneider.

1. Avoid professional help, such as advertising agencies or letter shops. Let the letter be written by the man in the shop with whom the customers deal.

2. Mail the letters as near the first of the month as possible. If the owner responds, this gives

"Homemade" Touch




LITTLE ROCK WILLYS CO.
DISTRIBUTORS
WILLYS CARS, TRUCKS AND JEEPS
400 WEST 8TH ST. TELEPHONE 82-1301
Little Rock, Arkansas

SEPTEMBER

THE ??? IS

WHEN SHALL I HAVE MY CAR OVERHAULED

In the Fall
??



In the Spring
??

Believe it or not ... right now - in between seasons - is the best time. Now we are not rushed and our mechanics can give you plenty of unhurried attention. So, if you've been planning a major overhaul or engine exchange ----- do it now.

- "O K Y E A R" -

Don't you think that since winter is just around the corner it would be a real nice time to have that cooling system drained, flushed -- the engine sorta tuned up -- the brakes checked -- tires inspected for wear or wheels out of alignment -- windshield wipers adjusted -- all lights inspected -- This will only take a very little time and maybe very essential in your case -- Come see us. NOW - Ask about our easy payment plan.

Thank you again for allowing us to serve you.

LITTLE ROCK WILLYS COMPANY

Ed Schneider
Ed Schneider
Service Manager

ES:MLM

AMERICA'S MOST USEFUL VEHICLES

Let the letter sound like the man in the shop, Schneider advises. Such letters are a change from elaborate pieces owners often get.

him 30 days in which to pay the bill.

3. Mail to a selected list, leaving off those who have not been in for service in more than four months. The chances are that a previously regular service customer has moved away if he has not been seen in that period of time.

However, there is no regular schedule for sending out such service-sales talk by mail. When mailings are made, they are made either in spring or fall.

"If business is good and there is no off-season slack," Schneider points out, "then I don't need to

stimulate the service business and, besides, when business is good I am too busy to prepare and supervise the mailings.

"When they are used, however, they are effective. To exactly what degree it is impossible to determine. Although I have not tried to keep a score sheet on responses to such letters, I have questioned many of those who drove into the shop soon after mailings. I do know those letters have brought us business."

One of Schneider's letters went out in September. In it he pointed out that mechanics were not rushed and could give plenty of

Makes Them Read His Mail

unhurried attention. He suggested the cooling system be drained, the engine "sorta tuned up," and he mentioned other services.

Another letter was mailed in the month of November and was tied in with observance of Thanksgiving. It expressed thanks for patronage and suggested the owner should be thankful for the dealership established to service the Willys product. Then followed a list of service suggestions.

With this type of mailing Schneider has pulled repeat business from owners who had bought service not long before the letters were mailed.

"Some drive in and comment that they just spent so many dollars with me two weeks ago and now I have reminded them they need additional work," Schneider recalls.

Some Keep It Quiet


"In other cases it seems obvious that they have responded to the letter, because they want one or more of the services suggested. Yet they will not concede that the letter had anything to do with their presence. Why that is so, I can't understand. I don't argue the point just for the sake of a mere statistic."

Schneider expanded on his reasons for observing a few fixed rules when mailing his letters.

The average car owner, he says, receives a great amount of literature through the mail. Nearly all of this literature has the professional look because it was prepared by professionals, and in many cases it is lavishly illustrated. Therefore, professional-looking mailings are ordinary in the average household, while the original, not-so-fancy mailing is unusual and gets attention.

By mailing as early in the month as possible, the owner is given about 30 days in which to anticipate the expenditure for service. This assumes the owner is an "active" service account with a credit rating. Many owners will not respond to service suggestions late in the month, says Schneider, because the bill would fall due too soon thereafter.


"We generally send such mailings to all on our list who have



LITTLE ROCK WILLYS CO.
DISTRIBUTORS
WILLYS CARS, TRUCKS AND JEEPS
400 WEST 6TH ST. TELEPHONE 62-1801
Little Rock, Arkansas

Dear Customer:

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WE HAVE SO MUCH TO BE THANKFUL FOR:

We are thankful for your patronage and the splendid customer you have been. You should be thankful for the great dealership that has been established to service that fine Willys product of yours, to give it a longer and better life by: tuning and reconditioning your engine for required speed & power, steering and front end alignment for easier driving & control, brakes for quicker stopping and safety, lubrication for longer life and economy, straightening and refinishing of damaged bodies & fenders to give it that new and youthful appearance, by Factory trained mechanics. Come see us now.

Thanking you again for allowing us to serve you.

Yours truly,
LITTLE ROCK WILLYS COMPANY
Ed Schneider
Ed Schneider
Service Department

AMERICA'S MOST USEFUL VEHICLES

It might just as well be an Easter bunny or a fire cracker that sets the theme for the mailing piece. Seasonal tie-ins attract attention.

been into the dealership within the last 30 to 120 days," Schneider continued.

"If an owner has not been in within four months, there is a strong probability that he has made a change in address, and to another community. Our experience is that we, not knowing the owner has moved away, would waste the letter entirely because mailings of this inexpensive type do not require postage that calls for forwarding by the postal department.

"These letters have been especially productive on the bracket of owners we have not seen for 90

days. In my opinion that is because they realize they have neglected service to their car, and my reminder prompts them.

"As I say, there are no accurate statistics available and I seriously doubt that any dependable statistics could be obtained. But from my own experience I know that such letters pay off."

Since the work of preparing the letters, mimeographing them and mailing them can be done by Schneider and his office help in moments when they aren't busy with their regular work, there is a small cash investment for the service volume brought in.

Negro Salesman Moves Cars

HARRY D. Blomberg, the veteran Cadillac and Pontiac dealer of Asheville, N. C., once boarded a train and discovered on it five porters and two waiters who had bought cars from Sam Byrd, the Negro car salesman who has been doing a topflight job.

"Sam averages selling ten cars a month," said Blomberg. "He sells the cleaner used cars and sells them to the higher-class Negroes. He knows what they can pay. He has an entree to this higher class, including especially some of the better-paid workers at the Veterans Hospital at nearby Oteen.

"More dealers could take advantage of this source of employees by hiring capable, intelligent Negroes if they wanted to."

Byrd's record with Harry's Cadillac Pontiac Co., Inc., is indeed an enviable one. He has not had as many as 25 repossessions out of hundreds and hundreds of units moved during 12 years at Harry's and nine years previously with the Ford dealership at Asheville.

He Netted \$550

General Manager John L. Groome said the salesman's figure hit \$11,000 net one recent month, giving him \$550 for that month on the basis of his five per cent commission. That was just about an average month, although in June, 1951, he sold 16 units.

During the last war Blomberg sent Sam to Florida with a blank check to get some used cars. Said the dealer: "I trusted Sam's knowledge of car values. Since he had done so well selling them, I felt that he knew what price we could afford to pay and make some money on them."

Another time he sent Byrd to Detroit for a \$5,000 car to be delivered in Chicago and Sam in turn brought back the trade-in car.

Byrd, a 55-year-old bachelor, said in an interview:

"I get most of my business through social contacts.

"I do not believe in high-pressure tactics. They just don't pay. And I don't misrepresent a car. The



General Manager Groome and Salesman Sam Byrd study a "deal."

result of all this has been that my friends sell more cars for me than I do.

"I like this business. I have always been mechanically-minded.

"My most pleasant sale was a Model A in 1932. This prospect kept finding some little something he didn't like about every car I took out for him to try. He said one car was okay, finally, except that the wheels weren't the right color to please him. I told him we had one coming which I thought was exactly the color he wanted.

"Then I took that car back to the paint shop and had the wheels repainted. Next day I took it to the prospect, who was delighted. He even called my attention to the motor, saying it sounded much better than the car he had been in the day before!"

"What about Negroes as a source of sales help for dealers generally in the South?" Byrd was asked.

"I think it would mean a lot to dealerships if they would put some Negro folks on sales forces," he replied. "No matter how rich or poor, black or white, a man may be, he has some friends and he can sell those friends better than most other people."

He feels, too, that here is a source of sales help which might be called into use regardless of the size of the Southern city, assuming that the dealership was big enough to employ several men on the car sales force.

There's every reason to assume, also, that sales under such conditions would lead often to repair business for the shop.

His sales technique is simple, he figures.

"I can pretty well talk to a man three minutes and tell whether he's a prospect," Byrd commented.

"I have sold lots of cars by appearing to drop around casually for a friendly personal visit. I always take along a car which I think the person would be most likely to buy. While we're riding if he brings up the subject of buying a car, we talk cars; if he doesn't mention the subject, then neither do I. I don't even refer to the fact that I make my living selling cars. In those cases I believe in letting him pop the whip first."

Byrd's reputation has built up to the point that he has had people as far away as Columbia, S. C., and Washington, D. C., call him about buying a car.

NO.	NAME	REPAIRS	MECHANIC	TIME PROMISED	DELIVER ?	REMARKS
1	W. J. Jackson	Rebuilding Head (Huber)	3	Friday	NO	
2	W. J. Edie	Wash. Brakes + Worn	4	Monday	NO	
3	W. J. Bailey	Trunk Tail Pipe	3			
4	W. J. Bailey	Wash. Pass. Brakes - Storage	4			
5	W. J. Bailey	Replace Fuel Relay Wire	1			
6	W. J. Bailey	Replace Seat - Brakes	1			
7	W. J. Bailey	Replace 4 Tension Rods	2			
8	W. J. Bailey	Replace 2nd Worn + 4th	1			
9	W. J. Bailey	Engine New Car - Worn	1+4			
10						
11						
12						

Blackboard Speeds Up Shop

A "SCHEDULE board" installed in the shop has paid dividends in increased shop production, an improved "on time" average and better customer relations for Grenada Auto Co., Grenada, Miss., said to be the oldest Chrysler dealership in the state.

The schedule board is in the form of a blackboard. Approximately 12 feet wide, it contains columns for the customer's name, repairs ordered for the car and time the job is promised, as well as the number of the mechanic handling the job. A "remarks" column provides space for a description of additional work which may be found to be needed.

The board has space for 20 repair jobs. Completed jobs are erased promptly so that it will be perpetually up to date.

"We have found," said Owner Joseph H. Neely, Jr., "that customers like the board because it allows them to estimate to a fair extent how long it will be before their car will be returned to them.

"For example, if a motorist drives in and notes from the board that there are two front-end jobs, a reboing job and a valve replacement job already scheduled and sees that none of these is promised before the following day,

By Stuart Covington

he knows he cannot expect to get his car back that same day."

By checking the board, Neely pointed out, the customer can ascertain what the score is. He may, if he is able, decide to bring his car by a couple of days later and save himself a long wait.

On the other hand, he may stop by to have his car checked, note a slack period from the list of jobs shown on the board and decide to have any necessary repair work done at that time.

The schedule board is particularly handy when a customer asks when his car will be ready. By glancing at the board and making a rapid calculation, J. N. Talbot, service and parts manager, can determine quickly from the information on the board how long it will be before the customer's car will be ready to roll.

The schedule board, which gives a complete picture of the repair work on hand, eliminates forgotten jobs which might cause the service manager to estimate incorrectly when a car will be ready. Neely said that about 75 per cent of all repair jobs now are completed on schedule or ahead of schedule.

The board is a prime good-will

builder too. "Now there's no hard feeling when our service manager tells a motorist he'll have a long wait for his car," said Neely. "The car owner has no reason to feel that we're playing favorites with someone else, because he can look at the schedule board himself and note the number of cars ahead of his."

One of the benefits of the board has been faster work by the mechanics.

"Mechanics who might be inclined to dawdle will keep on the job since we installed the board," said Neely. "A man isn't prone to take it easy when he has right before him a list of the jobs that are scheduled out by a certain time."

Another advantage is that when priority is given a customer who needs his car urgently, mechanics have a visual reminder of the time limit set on that particular car.

The board is placed just inside the entrance to the shop where it can be seen readily by the customer and at a point where it is also clearly visible to personnel from any part of the shop.

The board has proved valuable too as an indicator of shop volume. A slump shows up quickly since the board has gone into use.



NEWS BRIEFS *of the*

First Turnpike Leg in the Southwest Will Be Dedicated by Oklahomans

OKLAHOMA'S Turner Turnpike, the first leg of what may become an integrated system of toll roads linking the Southwest and Mid-West with the East, will be dedicated April 17 with ceremonies at Stroud, Okla., the mid-way point on the turnpike.

The 88-mile super-highway toll road, linking the state's two major cities—Tulsa and Oklahoma City—will be opened to traffic immediately after ceremonies.

The turnpike is said to be the first completed in any state between the Appalachian and Rocky Mountains. Construction was begun Dec. 20, 1950, shortly before the end of the term of Roy J. Turner, former governor for whom the road is named. It was financed by self-liquidating bonds.

Dedication ceremonies have

been developed around a "Cavalcade of Transportation" theme, with a colorful pageant preceding the dedication address. Turner and Governor Johnston Murray will officially open the four-lane highway to traffic.

"Hall of Fame" Men Named

The first ten members elected to the Auto Racing Hall of Fame have been announced by the American Automobile Association. They include: Barney Oldfield, Henry Ford, Bert Dingley, Carl Fisher, William K. Vanderbilt, Jr., Harvey Firestone, Sr., T. E. "Pop" Myers, Fred Wagner, Ray Harroun and Louis Chevrolet. These drivers, owners, sponsors and officials were named for time up to 1911.

Kaiser-Frazer Buys Willys-Overland

KAISER-FRAZER Corp. completed negotiations for the purchase of Willys-Overland Motors, Inc., late last month, becoming the fourth largest automotive manufacturer in the world.



Mr. Kaiser

Edgar F. Kaiser, president of Kaiser-Frazer, who several years ago impressed newspaper and trade-journal editors with his frankness while on a Southern junket, estimated the sale at \$62,300,000. He said his firm had obtained commitments for \$72,000,000 in private capital to finance the purchase and to reduce Kaiser-Frazer loans from the RFC by a \$15,000,000 cash payment.

Ward M. Canaday, chairman and president of Willys-Overland, who will be president of the new firm, said the manufacture and sale of Willys products will be carried on with headquarters in Toledo.

Kaiser called the sale "the largest of its kind in the history of the automotive industry." Actual purchase was made by Kaiser Manufacturing Corp., a wholly-owned subsidiary of Kaiser-Frazer.

The new firm will rank behind General Motors Corp., Ford Motor Co. and Chrysler Corp., Kaiser said in announcing the sale.

This three-column newspaper ad moved \$33,000 worth of used cars in five days for this Greensboro, N. C., Dodge-Plymouth dealership. President Kellett said it was resorted to when the firm found that its used-car inventory had hit \$75,000. It cost about \$100 to move each of the approximately 40 units sold, considering that reserve was waived and discount on paper. "We made money on the over-all deal and did not sacrifice all our profits by any means," the former finance-company official asserted.

USED CARS! USED CARS! USED CARS!

NO FINANCE CHARGES!

One Week Only!

YOU CAN PURCHASE ANY USED CAR OR TRUCK
ON OUR LOT ON TIME WITHOUT ANY FINANCE CHARGE

ABSOLUTELY NO STRINGS ATTACHED!

YOU CAN'T AFFORD TO MISS THIS UNHEARD-OF OPPORTUNITY
MAKE YOUR SELECTION TODAY

55 CARS

ALL MAKES AND MODELS TO CHOOSE FROM

(PRICES POSTED ON EVERY CAR)
OPEN EVENINGS UNTIL 9

"Where Used Car Prices Are Born—Not Raised"

HARRY D. KELLETT, Inc.

433 W. Market St.

"Your Dodge-Plymouth Dealer"—Opposite Masonic Temple

Phone 2-5458

USED CARS! USED CARS! USED CARS!

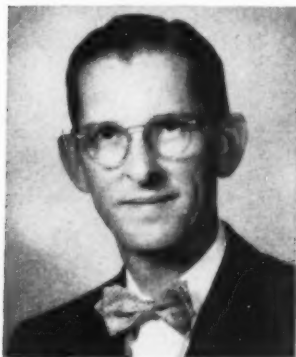
AUTOMOTIVE INDUSTRY



McFee Becomes Manager Of Virginia Dealers

CHARLES B. McFee, Jr., has been named executive vice-president and general manager of the Automotive Trade Association of Virginia, succeeding John E. Raine.

Born in Bennettsville, S. C., in 1906, McFee lived in Asheville, N. C., for many years. He was in the retail field there as salesman,



Mr. McFee

buyer and department manager with M. V. Moore & Co. and the Man Store.

He was a buyer of strategic mica for the United States government in 1943-44. He was then as-

sociated with the Distributive Education Division of the North Carolina Department of Public Instruction, developing and teaching courses for management, supervisory personnel and sales people.

He was secretary-manager of the Asheville Merchants Association in 1946 and became managing director of the Virginia Retail

Merchants Association when that office was opened in Richmond in December, 1946. He held that position until resigning to become general manager and executive vice-president of the Virginia automobile dealers.

He has been a member of the faculty of the Credit Bureau and Merchants Association Management Institute at the University of North Carolina since 1946 and has been dean since 1950. He has also been an Institute faculty member at the University of Texas.

He is a director of the American Retail Association Executives, a 32nd degree Mason, Shriner, secretary-elect of the Richmond Rotary Club, past president of the Richmond Public Relations Association and Chairman of the Bryan District of Boy Scouts. He attended Duke University.

McFee lives with his wife and two children at 1417 Laburnum Ave., Richmond. The association has headquarters at 1800 West Grace St., Richmond, in a colonial mansion.

Crescent Motor Company
210 East Jones Street
Salisbury, N. C.
Visit This Modern Plant
Any Day, Any Time

Does your car match your costume?

When you go to church, make a social call or visit relatives at some distant point... DO YOU FEEL a tinge of embarrassment because of the dull paint, the dented fenders or the soiled interior of your family car?

NOW ---

A twenty-eight (1928-1930) thousand dollar plant especially equipped and staffed to

BEAUTIFY YOUR CAR

Regardless of make, regardless of model... we can restore its original beauty.

Dents, scratches, rattles and wreck damage completely eliminated. Exteriors painted, polished and shined to the peak of perfection. Upholstery cleaned, restored or replaced for comfort and beauty. Or... we will design and tailor-make seat covers to your own desires.

The Family Car can be as Spic and Span as your Home!
Drive Down For An Estimate!

Here is the way President Clyde H. Harriss is informing potential customers that his handsome, \$28,000 body-shop building is ready to serve them at his Pontiac dealership at Salisbury, N. C. His is one of many body-shop facilities created throughout the South in the last few years.

WE'RE SELLING THESE CLEAN CARS BY THE POUND—THESE CARS ARE READY TO GO!

1951 Henry "J"	Lb.	38c
1949 Cadillac 4-Door	Lb.	57c
1949 Oldsmobile "88" 4-Door	Lb.	45c
1948 Buick 4-Door	Lb.	24 1/2c
1947 Ford 2-Door	Lb.	27 3/4c
1946 Ford Business Coupe	Lb.	19 1/2c
1940 Plymouth 4-Door	Lb.	5c

SHEALY'S AUTO SALES

2801 Main St.

Ph. 3-3170

"In response to this ad 30-some prospects came on the lot," said Manager C. B. Bagley of this Columbia, S. C., firm. "This two-column newspaper ad paid for our whole month's ads. We sold about five cars the first day and intend to run the ad again. People think they are getting something for nothing. It especially attracts the low-income prospects."



Thousands of automotive men will pass through these doors next month to view the latest developments of the aftermarket industry when the Southeast Automotive Show is held May 22-24. Dinner Key Exposition Building provides floor space for more than a mile of exhibits. Ample facilities for eating are provided and there's free parking space also.

Doors of Automotive Show at Miami Swing Open to All in the Industry

ANYONE who is affiliated with the automotive industry is invited to attend the Southeast Automotive Show, to be held May 22-24 at Dinner Key Exposition Building, Miami, Fla.

Hours for the trade are 1 p.m. to 9 p.m. on Friday and Saturday and 1 p.m. to 6 p.m. on Sunday. Morning hours are reserved for conferences between sponsoring jobbers and exhibiting manufacturers.

"More than 200 manufacturers have reserved all available space on the main floor, which incorporates more than 40,000 square feet of actual display area," said Foster B. Steward, show director. "This is the greatest amount of space ever occupied by manufacturers in any Southeast Show."

A great variety of equipment, parts, chemicals and accessories will be displayed in this show—all designed to enable independent garagemen, car dealers and service stations to build their volume.

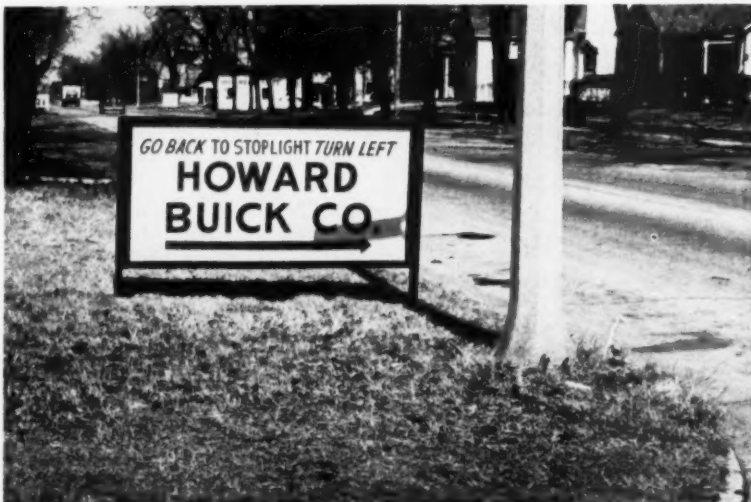
The number of sponsoring jobbers has risen to 250 by the last of March, with 176 branch stores. This gives a total of 426 sales outlets.

"A large number of these sponsoring jobbers are bringing along their complete sales force and countermen in order that their men may gain a first-hand knowledge of what is new in the industry, as well as learning more about the

lines they represent," Steward said. He predicted that a record of 10,000 retailers would attend.

Good hotel accommodations are available for anyone wishing to attend the show, Steward stated, and no time limit is being placed on the rooms, assuring pleasant accommodations for those who may wish to remain in Miami for a vacation after the show closes.

Even the best sign can be missed and if a shop is situated off the main highway, the average driver may head into the nearest shop instead of searching around for the shop he intended to visit. In addition to the usual signs giving directions, Howard Buick Co., Carthage, Mo., has put up this sign for the motorist who has missed the others and is on his way out of town. Placed on the back of a regular sign, it has paid off.



JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
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27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31

- April 20-21 — Regional meeting of Automotive Electric Association, Atlanta, Ga.
- April 30-May 1—Regional meeting of Automotive Electric Association, St. Louis, Mo.
- May 3-5—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst, N. C.
- May 4-5—Regional meeting of Automotive Electric Association, Dallas.
- May 4-5—Annual convention of Missouri Automobile Dealers Association, Chase Hotel, St. Louis.
- May 4-6—Annual convention of Automotive Engine Rebuilders Association, Netherland Plaza Hotel, Cincinnati, Ohio.
- May 22-24 — Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.
- Aug. 23-26—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs, W. Va.
- Sept. 13-15—Annual convention of Arkansas Automobile Dealers Association, Marion Hotel, Little Rock, Ark.
- Sept. 17-19—Annual convention of New Mexico Automotive Dealers, La Fonda Hotel, Santa Fe, N. M.
- Sept. 20-22—Annual convention of Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington, Ky.
- Sept. 24-26—Annual convention of Automotive Wholesalers of Texas, Austin.
- Sept. 27-28—Annual convention of Georgia Automobile Dealers As-



When this sleek red pick-up drives around Walhalla, S. C., for Auto Sales Co., Oldsmobile dealership, it gives no clue it began life as a roll-over wreck. Furman Hancox and Jerome Abercrombie, shown beside their handiwork, "converted" the 1950 Olds "88"



four-door sedan with the help of a new Chevrolet pickup body and parts of a Ford truck cab. They used the original doors and one-piece windshield from the Olds, as well as the front seat. "We've had much comment on it," said W. S. Darby, owner of Auto Sales.

- sociation, Biltmore Hotel, Atlanta.
 Oct. 4-6—Annual convention of Texas Automotive Dealers Association, Texas Hotel, Fort Worth.
 Oct. 4-6—Annual convention of National Used Car Dealers Association, Hotel Statler, Detroit.
 Oct. 18-20 — Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.
 Oct. 25-27—Annual convention of Alabama Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
 Oct. 25-27—Annual convention of Florida Automobile Dealers Association, Sheraton Beach Hotel, Daytona Beach, Fla.
 Nov. 9-11—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond, Va.
 Nov. 18-19—Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa, Okla.
 Dec. 8, 9, 10 and 11, 1954—Biennial Automotive Service Industries Show, Navy Pier, Chicago.

Good Business Throughout the Year Predicted by GM President Curtice

"WE CAN look forward to good business throughout the year of 1953," Harlow H. "Red" Curtice, president of General Motors Corp., predicted last month at a testimonial luncheon in his honor at Chicago.

"For the industry as a whole, I am confident that 1953 will be one of its best production years," Curtice said. "Competition will be keen but the industry has always thrived on competition. We welcome it."

"As for General Motors, I believe 1953 will be one of our best years from the standpoint of



Mr. Curtice

Officers of the Louisiana Automobile Dealers Association are (l. to r.): President William J. Cleveland, Crowley; A. Dupre Vaeth, Houma, vice-president, and Glenn Huff, Shreveport, secretary-treasurer. John O. Hofbauer, New Orleans, is manager-director. (Story on page 155.)



physical volume as measured in automotive units and our biggest year dollar-wise. After carefully appraising our markets and our products, I can foresee a total sales volume for 1953 of approximately nine billion dollars—of which about 20 per cent will represent defense products. (1952 gross sales amounted to about 7½ billion for all GM activities.)

"Our production schedules for the first six months of 1953 for the United States and Canada are at a rate 50 per cent higher than for the first six months of 1952. This will result in total production slightly larger than for the like period of 1950.

"In General Motors we have made plans to improve in every way we can our rate of progress for customers and to fulfill our defense obligations. Since the end of (Continued on page 149)



Southern JOBBERS AND FACTORY MEN



**They're Saving
Time with a**

Simplified Catalog

**By Baron Creager
Southwestern Editor**

AT LEAST some automotive wholesalers in most states of the union are waiting—all of them in a state of fidgety impatience—for the time when they can buy a quantity of what has come to be known as "Buddy Hamil's catalog."

This catalog is actually the copyrighted property of the Corpus Christi Hardware Co. of Corpus Christi, Texas. It was adapted to automotive wholesaling by Hamil, manager of the automotive division of that concern. What Hamil sought to do when he started on this project will make it easier and faster for counter men to fill orders at stores of The Motor Supply, the company's automotive outlet.

This the catalog accomplished with something of a vengeance. Word of the simplicity introduced and the time saved in completing estimates and filling orders got around and Buddy was invited to appear on the program of MEWA in Atlantic City. When he did so, and discussed his catalog for about ten minutes, he completely stopped the show.

Wholesalers in the audience

popped up, eight and ten at a time, to ask questions. That could have gone on for the rest of the day and when the session broke up, Buddy was completely surrounded by wholesalers wanting to pay cash on the spot for from one to 50 copies.

From that point on, while in Atlantic City, his hotel room afforded him as much privacy as a brightly-lighted picture window. He was routed out of bed by eager, money-in-hand wholesalers. He could not shave or bathe without an audience of from 10 to 50. When

1948 - CHEVROLET			
ENGINE PARTS			
Model CR1237	Pistons C1047F	Timing Gear 284-54	
	Piston Pins P975		50375
	Pin Bush (12) PB747	Gaskets	
Int. Valves V1841			9145
Ex. Valves S1808-AS1828			9019
Int. Guides G528			9452499
Ex. Guides G327			CV535-CV536
Spring V5421			CS2373
Keepers R151			6134
Water Caps RC14B Assy			H57
V558 Used w/Rotocap			S-2907
Water Pump FP1040		Motor Mounts Fr (2) 146-(2) 162	
Flt W5145		Side (2) 106-(2) 146	
Cam Bearings			
CS113	CS116		
114			
115			
	Sleeves SL309F-CL5309F		
	Rings 1010		
	Valve Stem Oil Seal S1808R		
POWER TRAIN			
Clutch Disc	Mounted Set 201	"10" Joint 272910	
CD736-CP405		114-2017	
Pressure Plate	Torque Out Bleeding	Trans. Mounts (1) 155	
R3840-R1042-X1284 or X1295	CT22-CH36	Speedo Cables CC-1	
CHASSIS PARTS			
King Bolts 420AX	Shock R 10034-K25	Springs	
Tie Rods	Lower Control Arm		630-639
ES63A Non Adj Long	SH 16507	Cpe-21-163-Std 21-165	
ES63B - Adj	SH 16506	SH 16507	0347
ES64A - Short	SH 13024A-K28	SH 16506	0090
SH 15173	LH-13023A-K27	SH 16506	HS106-1751
Drag Link	SH 10035-K26		
Knuif's Support	Shocks	Coil Springs	
SH 15012-627	SH 2200B	SH 2200A	Pkg. 6 - 18252 Pkg. 4 - K19
SH 15011-626	SH 2100A	SH 2100B	Caster Shims
Upper Control Arm	SH 18000-5307825-K74		
SH 18008-5316364-K19B			

The arrangement of the time-saving catalog, which is copyrighted, is illustrated by this typical page. The information for a single model, listed under the headings of engine parts, power train, chassis parts, brakes, electrical, fuel and oil, cooling and exhaust, is contained on the front and back of a single page in the catalog for easy reference.

he got back to Corpus Christi there was a stack of correspondence awaiting him, inquiries and hopeful orders, and they keep coming. Some jobbers have spent as much as \$100 in repeated telephone calls, urging Buddy and pleading with him to hurry up and market that catalog.

According to the stop-watch there is good reason for this intense interest. The stop-watch demonstrated how simple it is, using the Hamil catalog, for even an inexperienced counterman to estimate and fill orders, and how much more time is required by an experienced man using existing catalogs.

For this experiment Buddy selected a counterman with 18 years of experience, handed him the experimental order for a motor overhaul and pressed the release on the stop-watch. Exactly 23 minutes and 11 catalogs later the experienced counterman had the estimate and was ready to start pulling stock. But—he had left off \$7.84 worth of merchandise at dealer net price that could have been sold.

Then the same order was handed to an inexperienced man, but in this case the Hamil catalog was used — just one, not 11 — and the inexperienced man proceeded immediately to the bins and began pulling stock. Therefore, 23 minutes saved and furthermore, the inexperienced man did not miss the \$7.84 that was omitted in the first experiment. Obviously, any two men would require about the same amount of time to pull stock on a given order.

"We have 140 of these catalogs in use in our own stores and among our accounts," explained Buddy, "or maybe I should say 139, for one of the catalogs was stolen.

"Wherever the catalog is used, our business from that source has increased at least 100 per cent without variation, sometimes as much as 200 and 300 per cent, and the increases have developed within 60 days after introduction of the catalog.

"That is because the catalog gives complete information and guidance for estimating a job and all our accounts using the catalog have made more money than ever before on estimating. The reason is that by using this catalog, we sell what the customer needs, not just a line, which has been the custom in this business.

"If the counterman or the sales-



B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association, was elected president early this month of the Chicago, Ill., Rotary Club, which has around 850 members and is the oldest and largest in Rotary. He is a native of Southport, N. C., and is rounding out 30 years this year in trade-association work.

man will read to the customer what is in the catalog, suggestive selling will result, calling to the attention of the customer related items the customer had not thought of. As indicated in the stop-watch test, some related-item sales are almost always overlooked in the prevailing procedure of estimating and these overlooked items add up to a surprising figure through a year of business."

Buddy suggested for illustration a farmer seeking to reline his brakes. His car is a DeSoto, and in that year there were, for example, two models. By the prevailing method the estimate might come out, for illustration, as \$10 for lining and \$10 for labor. But maybe the farmer needs — and would buy — new hose, wheel cylinders, grease seals, and so on.

"In our catalog, there is one sheet, printed on both sides, for each passenger car model by year," continued Buddy. "These sheets list all that can be sold under the various headings of engine parts, power train, chassis parts, brakes, electrical, fuel and oil, cooling and exhaust. With this arrangement there isn't any chance to overlook what the customer actually needs in completing the estimate."

In the Buddy Hamil catalog the numbers used are those assigned by the parts manufacturers—on the lines handled by The Motor Supply. As of now, the catalog covers all principal passenger cars, only two of the smaller vehicles not being represented. In the new

version there will also be five principal truck lines.

When will this catalog be ready for sale? And for how much?

"Just can't see that far ahead," says Buddy. "With price restrictions lifted there will be a rash of price changes. We don't have near enough information yet on new passenger cars and still must assemble the truck data. Then we are thinking about including passenger car models back as far as '42, with a sheet for each year and model but that, of course, would take in models up to '47, too.

"Currently, the catalogs in use are out on a deposit of \$10 each. That way, if anything goes wrong, we can return the \$10 and pick up the catalog. My thinking on the price of this catalog when it is ready for sale has been in the \$25 bracket, with an additional charge of one dollar per month for maintenance. Wouldn't want to commit myself on that, however.

"Meanwhile, we are neither seeking nor claiming credit for originating something new. It is not a new idea. It is being used in a number of machine shops, where the work is almost exclusively engine overhaul. They have their engine parts cataloged much as we have ours.

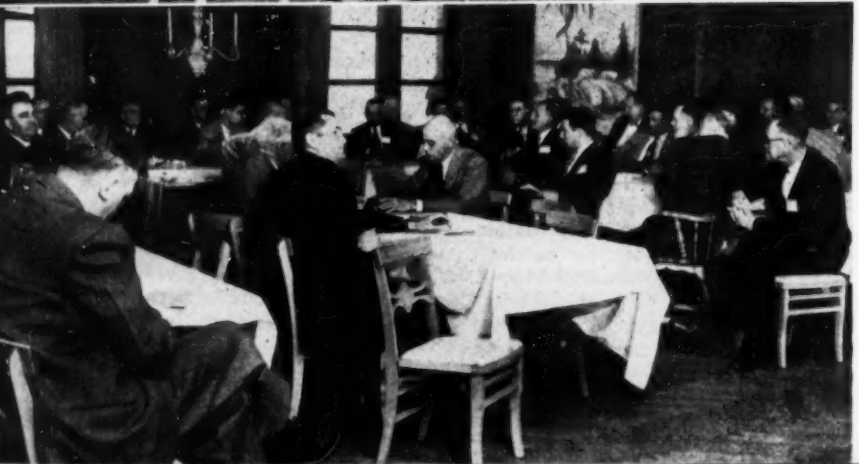
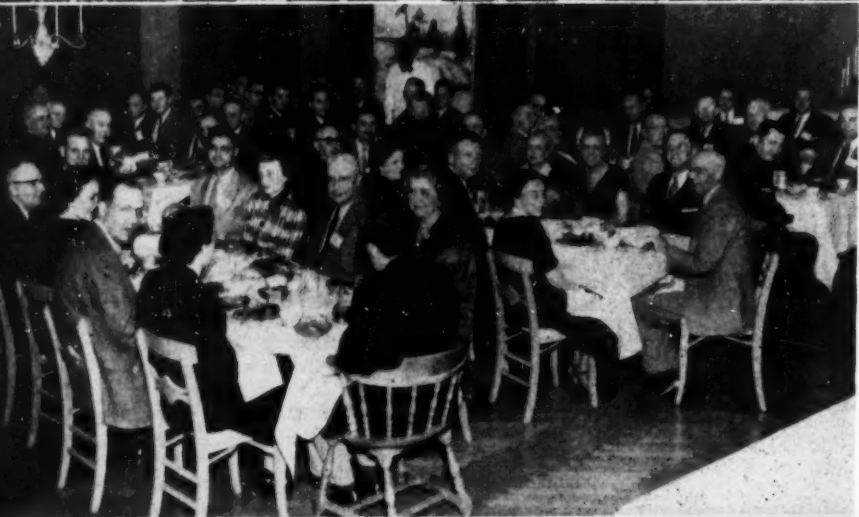
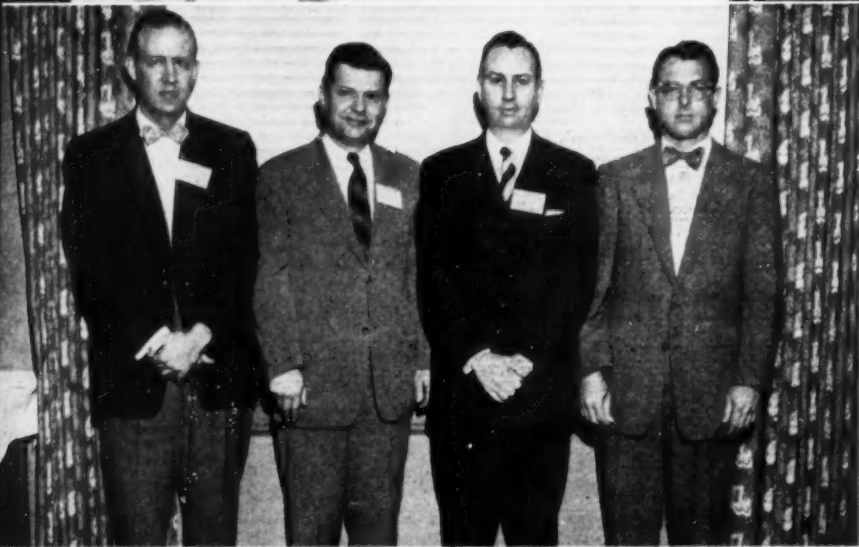
"But there the machine shops stop because that satisfies their need. Here, we just took the same idea and went further with it, through the complete nomenclature of the passenger car."

Hamil, already widely known in the Southwest and now something of a national figure since his appearance in Atlantic City, is plain Buddy Hamil to thousands and is listed as Buddy Hamil in the Corpus Christi city telephone directory.

In one place, and one place only, is he identified by initials. That is standard procedure for private offices in the Corpus Christi Hardware Company, where the name Hamil is prefixed by G. H. But none ever use those initials and don't ask Buddy what they represent. He much prefers the nickname which is a permanent part of his identity.

Texans Elect Dick Naylor

Dick Naylor was elected president and Roger Paulk was named secretary at the recent meeting of the Wichita Falls (Texas) Automotive Jobbers Association.



VCAWA Meets

THE 24th annual spring meeting of the Virginias - Carolinas Automotive Wholesalers Association attracted attendance from more than 40 of the 57 member firms.

The photographs show (top to bottom):

Head table at the banquet (l. to r.)—R. G. Devlin of Winston-Salem, N. C., vice-president and topics chairman; Joe King of Winston-Salem, the dinner speaker; R. E. Kirkland, Jr., of Wilson, N. C., secretary-treasurer; Mrs. Bruce Cameron of Wilmington, N. C., seated next to her husband, the president; B. W. "Whit" Ruark, general manager of MEWA; Raymond S. Cox, Jr., NSPA management counsel, and William C. "Bill" Herbert, editor of *SOUTHERN AUTOMOTIVE JOURNAL*. The latter three were on the business-session program.

Newly-elected officers (l. to r.): Ivey W. Stewart, Jr., of Charlotte, N. C., secretary-treasurer; T. P. Grasty of Charlottesville, Va., vice-president; W. H. "Rock" Rockafellow of The Parts Co., Columbia, S. C., president, and Retiring President Cameron.

A general view showing most of those present for the banquet.

A general view of most of those attending one of the two business sessions.

Topics chairmen were Rockafellow, Frank McKenzie of Bluefield, W. Va., Floyd C. McLean of Laurinburg, N. C., Phil Bergerheimer of Richmond, Va., Guy M. Tarrant of Columbia, S. C., William P. Butt of Norfolk, Va., Ivey W. Stewart, Jr., Rand Myers of Lynchburg, Va., and George MacFarlane of Wilmington, N. C.

The group voted to hold the fall meeting at the Hotel Roanoke, Roanoke, Va., if hotel facilities could be reserved.

The retiring president expressed the opinion that the meeting was one of the best in the association's long history.

Maremont Company Buys Accurate Parts

MAREMONT Automotive Products, Inc., manufacturer of automobile springs and mufflers, has announced the purchase of Accurate Parts Manufacturing Co. and Replacement Unit Co., both of Cleveland, Ohio. Ira Saks is founder and president of the two firms sold.

The two companies will continue intact as wholly-owned sub-



Mr. Saks

sidiaries, Howard E. Wolfson, Maremont president, announced. With a book value of \$1,600,000, the two firms sell approximately \$6,000,000 worth of parts annually, he said.

A well-known figure in the automotive replacement industry, Saks began his career in 1914 as a piston-ring distributor in New York. Two years later he began the manufacture of piston rings in Cleveland and in 1922 he founded Accurate Parts. Replacement Unit Co. was founded in 1939.

Saks has been active in the work of National Standard Parts Association, of which he has been a director for three terms, and the Automotive Advertisers Council.

Philip Saks is general manager of Accurate Parts, which makes clutch parts and assemblies. Morris Saks is general manager of Replacement Unit, which rebuilds clutch plates and assemblies.

Gyro-Stabilizer Names Swaim

Tom Swaim of Safety Equipment Co., Atlanta, has been appointed representative for Gyro-Stabilizer Manufacturing Co., Los Angeles, Calif., manufacturer of a skid-control device. His territory includes West Virginia, Virginia, North and South Carolina, Tennessee, Mississippi, Alabama, Florida and Georgia.

1953 Volume? It's Going to Exceed 1952, Majority of Reports Predict

A HEALTHY majority of wholesalers in the Southeast and Southwest expect 1953 to be a better year than 1952. A number of others expect their gross sales volume to run about the same as last year.

Only one jobber in four expects gross sales volume in 1953 to be less than it was in 1952, and many of these can cite specific reasons for a probable decline in their particular areas.

These results of a survey among 300 Southern wholesalers last month by SOUTHERN AUTOMOTIVE JOURNAL support the optimistic prediction made shortly before the first of the year by Don H. Teetor of Perfect Circle Corp., who was chairman of the Joint Operating Committee of the 1952 Automotive Service Industries Show.

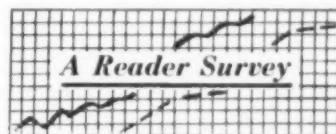
Americans will spend two billion dollars for replacement parts in 1953, he predicted, an increase of about 12 per cent over the 1952 total.

The viewpoint of a number of the jobbers replying to the survey was summed up by W. E. McCleskey, president, McCleskey Brothers, Gadsden, Ala., and a past president of the Automotive Wholesalers' Association of Alabama

when he commented:

"We expect our gross sales volume to show an increase for 1953 over 1952, not a large increase but a healthy one.

"We have definitely entered a buyers' market and with plenty of merchandise available we see no reason for shortages on any item. With the enormous car registrations, there will certainly be



plenty of replacement parts and materials needed to keep these cars running.

"However, to attain this increase in volume the jobbers will have to give better service and make more sales contacts, as many of our buyers will buy in smaller amounts, thereby increasing our sales cost and cutting our profits.

"To keep our profit structure up, salesmen and all other personnel will have to work harder than in any year since 1939."

Most of the predictions of low-
(Continued on page 139)

"I realize the dollar isn't worth what it once was, Hugo, but then neither are you."



SERVICE AND MAINTENANCE



Clearing Up Wiper Trouble

By E. M. Lowery
Technical Editor

CAN they see when road splash blinds their "shields"? It's our job to see that they can SEE.

We remember when 30-odd years ago we used to try to meet them at the "mud puddle" to see who could cause the biggest splash. Those were the touring-car days. (Ever hear of a "touring car?") Usually the curtains weren't up and somebody's clothes were headed for the cleaners (even in those days we had to have our fun).

Once in a while the mud splash landed on the windshield and vision was obscured. That didn't matter much; we just stopped then and there, got out and wiped off the windshield. No danger then in stopping in the middle of the road (no highways in those days) because it would be some time before another motorist would pass our way.



The right parts must be used always.

That procedure won't go today. Obscured vision for only a fraction of a second can mean a serious accident. Realizing this, somebody did something about it. First, they developed the hand-operated wiper. Think of it: All we had to do was to reach up, grab the knob and swish it back and forth a couple of times, and the windshield was clean. A few years later, about 1924, we had an improvement—the automatic vacuum wiper. All we had to do was to turn it on and

it automatically cleaned the windshield. As long as the engine was running we had plenty of vacuum, but we weren't too sure of it, so we kept the little knob for hand operation in case of an emergency.

It wasn't long, however, until we forgot about the knob and installed the wiper motor where it couldn't be operated by hand. This wasn't so good, because when we opened the throttle suddenly, or were operating the job under heavy load, the vacuum seemed to disappear and the wiper wouldn't work. To overcome this condition, we added a vacuum pump to the fuel pump, so today we have a very efficient vacuum wiper which, when prop-

May: Lifters and Rotators

Hydraulic lifters, which are coming more and more into use, and valve rotators, which tend to minimize valve ailments, will be the topic handled by Ed Lowery in SAJ next month.

Figs. 1 through 5 courtesy of Trico Products Corp., Buffalo, N. Y.

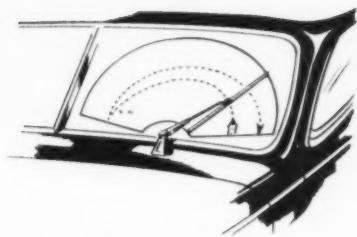


Fig. 1—There should be equal power in each stroke.

erly serviced and maintained, will keep the windshield clean.

Should the wiper not operate efficiently, start the motor and turn on the wiper. Each stroke of the blade should be in rhythm; there should be no slow and fast strokes. Operating over a dry windshield, the blade should make 100 strokes per minute. (Be sure the glass is

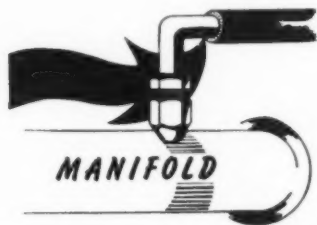


Fig. 2—Look for defective rubber hose or carbon restriction.

free from dust or dirt when making this check, otherwise the glass may be scratched.)

Test for power: There should be equal power on both strokes (Fig. 1). Now, wet the glass and check the cleaning action. If it doesn't clean, check these conditions:

1. Worn out or damaged wiper blade.
2. Wax, grease, or traffic film on the windshield glass.
3. Wiper-arm broken, worn, or tension incorrect.

What to do:

1. Install a new blade.
2. Clean glass (any good glass cleaner) and wipe dry with clean cloth or paper.
3. Install new arm and adjust blade tension.

Fig. 4—Check for worn or dry piston.



If the wiper runs slow, look for (Fig. 2):

1. Restricted or leaking vacuum lines or manifold connection plugged with carbon.
2. Broken diaphragm in vacuum pump. (To check, remove vacuum line and test vacuum.) (Fig. 3.)
3. Plugged breather hole in motor valve cover.

To correct:

1. Install new vacuum lines and tighten all connections.
2. Repair or replace pump.
3. Clean breather hole.

If wiper runs one way only, check (Fig. 4):

1. Sticky, broken or worn valve parts in motor.
2. Sticky parking valve in top cover.
3. Worn piston-wiper motor.

To correct:

1. Clean valve mechanism and valve facing—replace worn or broken parts.
2. Install new parking valve repair kit, or install new motor.
3. Replace with new motor.

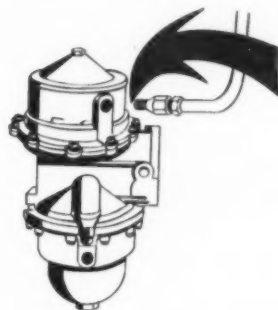


Fig. 3—There will be no vacuum if the diaphragm is broken.

If the wiper won't start, check for:

1. No vacuum at the wiper motor.
2. Bind in wiper linkages.
3. Disconnected central mechanism.
4. Broken valve parts in wiper motor.

Recommended service:

1. Check vacuum line to manifold; replace sections broken, kinked or porous.
2. Replace defective linkage.



Technical Editor Lowery

3. Connect control and relocate motor, if necessary. Replace any damaged parts.

4. Clean valve mechanism and replace broken parts.

If wiper squeaks, check for:

1. Dry felts on wiper - motor shaft stud at point of connection for linkage.

2. Dry linkage shaft bearing.

To lubricate, use light penetrating oil on all parts mentioned.

Should the blade slap, check for:

1. Loose chains.
2. Worn linkage.
3. Incorrect pivot.
4. Loose cables.
5. Arms incorrectly attached.
6. Motor out of position.

To correct:

1. Re-position lower segment and take up slack in chains.

2. Replace worn linkage.

3. Install correct pivot.

4. Reset cable tensions to take up slack on cables.

5. Remove wiper arms. Turn wiper to parked position. Reinstall arms in correct parked position.

6. Loosen motor attaching screws. Start wiper. Turn to parked position. Motor will automatically locate in correct mounting position. Then tighten attachment screws.

There are three *musts* for good wiper action: Good vacuum, good motor and good blades. And remember, straight blades won't

(Continued on page 108)

Fig. 5—Use only curved blades on curved windshields.

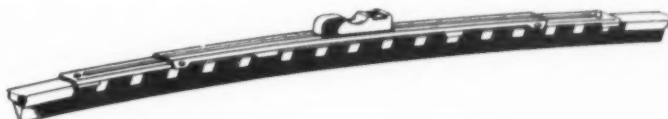




Fig. 1—Tightening from bumper to bumper and from top to bottom will get most of those little squeaks.

Hush Up, Noises!

By E. M. Lowery
Technical Editor

ELIMINATION of body noises is one of the most time-consuming and possibly the least profitable of all service operations.

Too often an evasive "little squeak" will require the time of two men to road-test to locate the cause, while to correct it may require several hours. Usually the owner thinks he is being "held up" when presented the bill for removing "just a little squeak."

That's why most of us shy away from these "squeak and rattle" jobs. Of course the dealer shops have no choice, particularly when the job is within the warranty. (Funny how these little squeaks are so annoying while the repairs are on the house, and have a way of eliminating themselves or go unnoticed as soon as the warranty is over!)

The automobile body of today is a masterpiece of engineering and construction. It has to be to meet the demands of the motorist. The body must be soundproof; it must be cool in hot weather and warm in cold weather. There are to be no drafts inside while traveling at

any speed in cold weather. There should be nice, cool drafts when traveling at any speed in hot weather. AND it must be absolutely waterproof.

The body must meet all of these requirements, regardless of the type of operation, and it usually does. However, there are times when various noises develop which must be removed. With the current type of construction many chassis noises are more or less telegraphed to the body and are sometimes regarded as body noises. Where the body is not an integral part of the frame, most of these noises can be eliminated by insulating the body from the frame by the use of rubber shims.

A great many chassis noises also

enter the body through the steering column. These, too, can usually be corrected by insulating with hard rubber shims.

The steering wheel and horn button on some cars act as an amplifier of chassis noises. This is because of the hollow area between the horn button and the wheel. Filling in this area with sponge rubber will usually correct this. Use care that the sponge rubber does not interfere with the operation of the horn button.

The most common complaint is that of door noises. This is because of the intricate mechanisms which the door contains. The door-glass regulator must operate freely, must not bind and yet cannot be so loose that it will vibrate and rattle.

The door lock and remote control units must also operate freely, yet be free of noise. Special lubricants which are made for these units are of great help when servicing them. Also, a piece of sponge rubber slipped between the remote control link and the door may put just enough tension on the link to stop vibration.

Door-glass rattles are another

May: '53 Studebaker Door Service

Removal and installation of door glass on the new Studebaker will be covered next month by Technical Editor Lowery. The material will include an array of 22 easy-to-follow pictures.

tough one. The glass must move freely in the runway but it must not be loose, otherwise it will rattle or rumble—and it may break when the door is closed. Often the application of a small amount of powdered graphite or soapstone inside the door-glass runway is all that is required to make the glass raise and lower easily.

Door-hinge squeaks are another common source of noise. Too many lubrication men overlook this point when lubricating the car. As a result, the hinge squeaks. Usually a drop of penetrating oil will do the job here.

A loose hinge pin can set up quite a chattering and popping noise. Replacement of the pin is about the only solution.

Noises are less likely to occur in or around the door if the door is properly fitted and aligned with the body. Striker-plate adjustment is very important. After the door has been centered in its opening and all hinge bolts thoroughly tightened, check the door for easy opening and closing. To obtain easy operation, move the striker plate in or out, up or down, as necessary until the desired operation is obtained and the door fits snugly against the weather-strip.

The striker plate is in proper place when the door has a very slight lift as it is closed. This helps prevent door noise when the car is



Fig. 2—The "little squeak" may require a major job to correct.

in motion. The application of a little "door-eze" to the striker plate makes for ease of operation.

That "little squeak" may be caused from a broken weld and may call for the removal of surrounding trim material before the correction can be made (these are the costly ones).

Extreme care should be used in making a weld so that sparks do not damage the upholstery (Fig. 2).

A noise coming from the area

underneath the headlining or some other trim panel may sometimes be corrected without removing the trim. We've seen many of these corrected by piercing the trim material with a sharp slender punch, placing end of punch on the section causing the noise and striking the punch a sharp blow with a hammer. When this works it is really a time saver. Also, where two metal surfaces are rubbing, a slight blow with a peen hammer

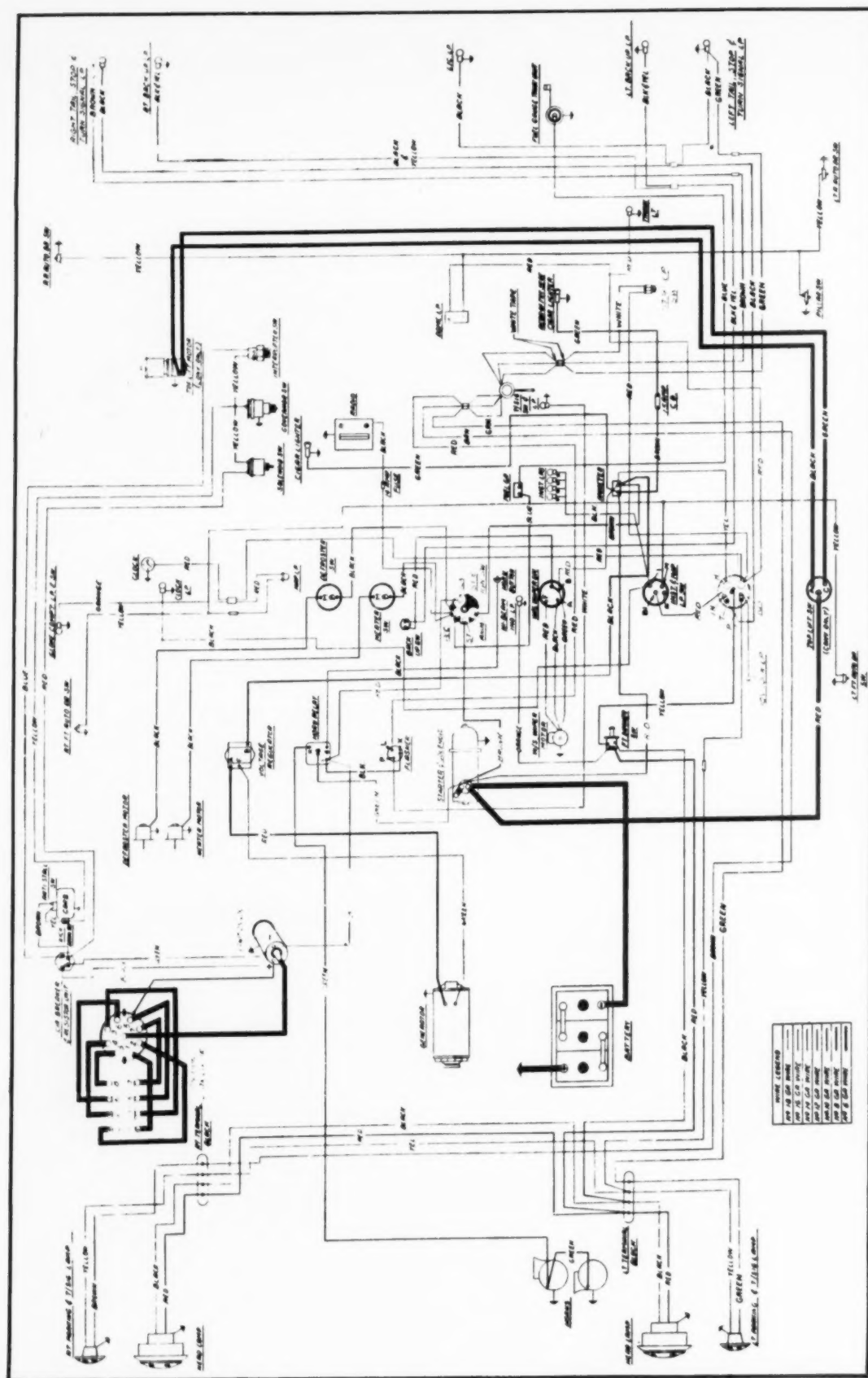
(Continued on page 108)

Fig. 3—Application of soundproofing material to the hood as shown here and inside the door panels and trunk lid will absorb many troublesome noises.

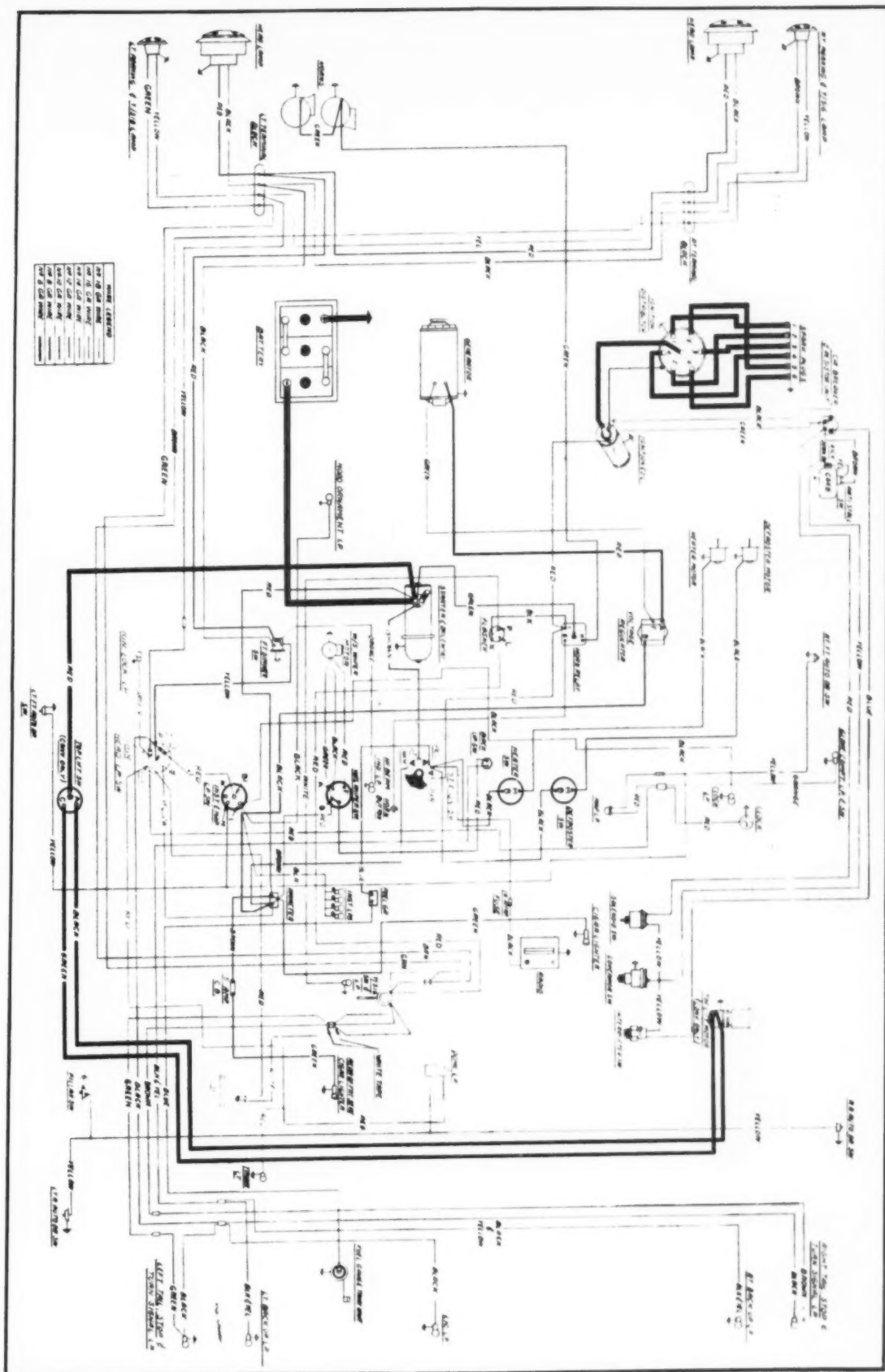


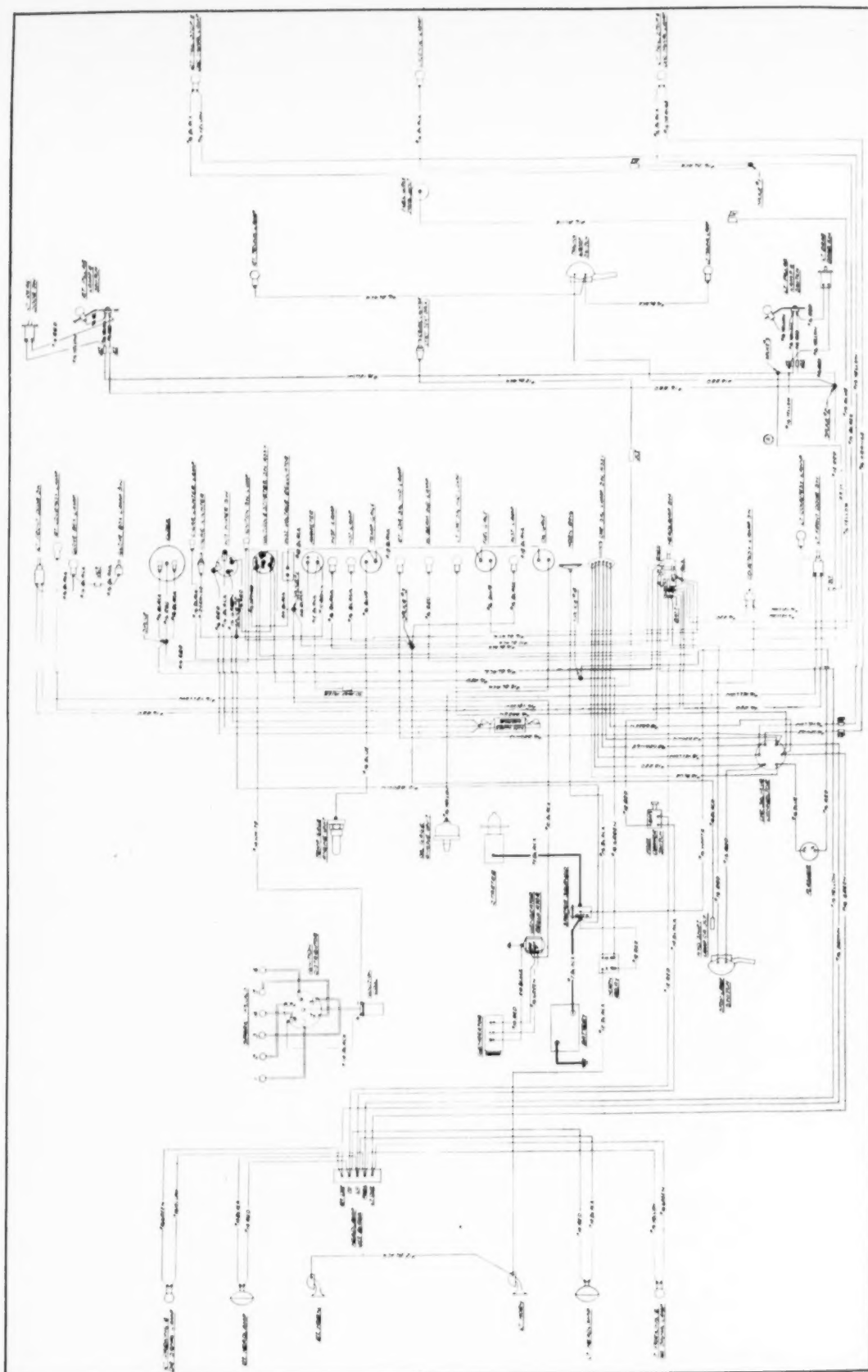
Fig. 4—Put enough undercoating on it while you are at it. To be effective the coating should be not less than 1/8 inch thick. It's a noise-husher.



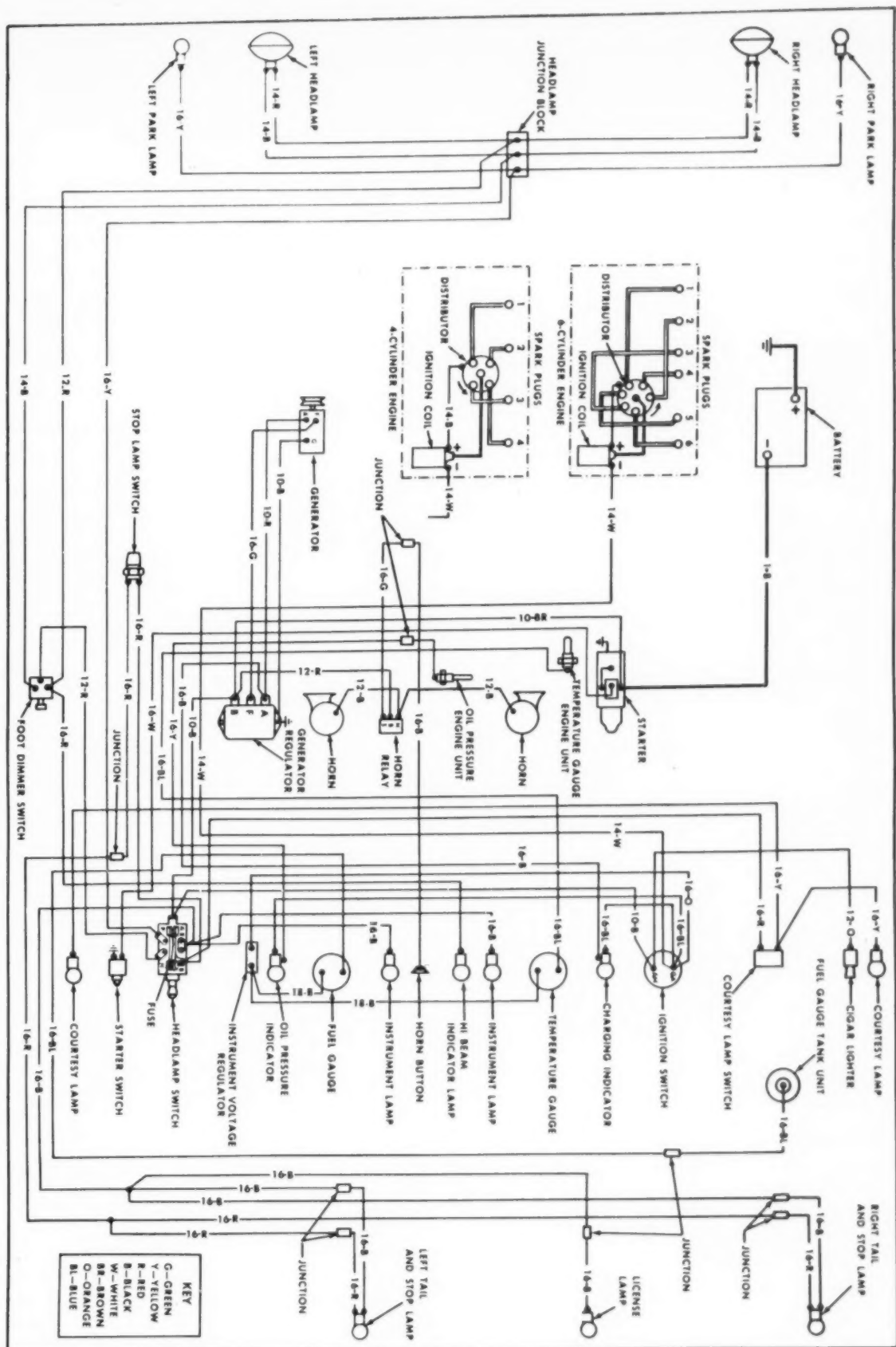


WIRING DIAGRAM FOR 1953 DE SOTO SIX





WIRING DIAGRAM FOR 1953 KAISER



WIRING DIAGRAM FOR 1953 HENRY J

1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	ENGINE										WHEEL ALIGNMENT			BRAKES		
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	Service	Parking
ALLSTATE 4 Cyl.	100	4L	3 3/4 x 4 1/2	15.63	68@4000	G	3	4	Y	X	N	10.8	±1°-0° Prf.	1/4 to 1°P	3/8 to 1/4	H	RW
ALLSTATE 6 Cyl.	100	6L	3 3/4 x 3 1/2	23.4	80@3800	G	4	5	Y	X	N	10.5	±1°-0° Prf.	1/4 to 1°P	3/8 to 1/4	H	RW
BUICK Special 40	125 1/2	8L	3 3/4 x 4 1/2	32.51	125@3800	Ch	5	5 1/2	OB	Y	N	12 1/2	-1 1/2 to 3/4°	-5/8 to 7/8°P	1/8 to 1/4	H	RW
BUICK Super 50	121 1/2	V8L	4 x 3 3/4	51.2	164@4000	Ch	5	6	OB	Y	N	16 1/2	-1 1/2 to 3/4°	-5/8 to 7/8°P	1/8 to 1/4	H	RW
BUICK Roadmaster 70	125 1/2	V8L	4 x 3 3/4	51.2	188@4000	Ch	5	6	OB	Y	N	18	-1 1/2 to 3/4°	-5/8 to 7/8°P	1/8 to 1/4	H	RW
CADILLAC	120 3/4	V8L	3 1/2 x 3 3/4	46.5	210@4150	Ch	5	5	OB	X	Y	19 3/4	±1 1/2°	±3/8°	1/8 to 1/4	H	RW
CHEVROLET (Conventional)	115	6L	3 3/8 x 3 3/8	30.4	108@3600	G	4	5	OB	N	Y	15	0 to 1°	0 to 1°	0 to 1/8	H	RW
CHEVROLET Powerglide	115	6L	3 3/8 x 3 3/8	30.4	115@3600	G	4	5	OB	N	Y	15	0 to 1°	0 to 1°	0 to 1/8	H	RW
CHRYSLER Wind. & DeLuxe	125 1/2	6L	3 3/4 x 4 1/2	28.36	119@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps
CHRYSLER N. Y. & Special	125 1/2	V8L	3 1/2 x 3 3/4	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps
CHRYSLER Custom Imperial	133 1/2	V8L	3 1/2 x 3 3/4	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps
CHRYSLER Crown Imperial	145 1/2	V8L	3 1/2 x 3 3/4	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps
DeSOTO Powermaster	125 1/2	6L	3 3/4 x 4 1/2	28.36	116@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps
DeSOTO Fire Dome	125 1/2	V8L	3 3/4 x 3 1/2	42.05	160@4400	Ch	5	5	OB	Y	Y	22	1 to 3°-2° Prf.	±3/8°	0 to 1/8	H	Ps
DODGE Meadow, D46	119	6L	3 1/4 x 4 1/2	25.35	103@3600	Ch	4	5	OB	Y	Y	14	±1°	±3/8°	0 to 1/8	H	Ps
DODGE Meadow, D47	114	6L	3 1/4 x 4 1/2	25.35	103@3600	Ch	4	5	OB	Y	Y	14	±1°	±3/8°	0 to 1/8	H	Ps
DODGE Coronet D44	119	V8L	3 3/8 x 3 1/4	37.80	140@4400	Ch	5	5	OB	Y	Y	19	±1°	±3/8°	0 to 1/8	H	Ps
DODGE Coronet D48	114	V8L	3 3/8 x 3 1/4	37.80	140@4400	Ch	5	5	OB	Y	Y	19	±1°	±3/8°	0 to 1/8	H	Ps
FORD Main. & Customline 6	115	6L	3.56 x 3.60	30.4	101@3500	Ch	4	4	OB	Y	Y	15	±1 1/2 to 1°	0 to 1°	1/8 to 1/4	H	RW
FORD Main. & Customline 8	115	V8L	3.19 x 3 3/4	32.5	110@3800	G	3	4	OB	Y	N	22	±1 1/2 to 1°	0 to 1°	1/8 to 1/4	H	RW
HUDSON Wasp DeLuxe	119 3/4	6L	3 3/8 x 3 3/4	30.45	112@4000	Ch	4	7	Y	Y	Y	18 1/2	1/2 to 1 1/2°	1/2 to 1 1/2°	0 to 1/8	H	RW
HUDSON Wasp Super	119 3/4	6L	3 3/8 x 4 1/8	30.45	127@4000	Ch	4	7	Y	Y	Y	18 1/2	1/2 to 1 1/2°	1/2 to 1 1/2°	0 to 1/8	H	RW
HUDSON Hornet	123 3/4	6L	3 3/8 x 4 1/2	34.88	145@3800	Ch	4	7	Y	Y	Y	18 1/2	1/2 to 1 1/2°	1/2 to 1 1/2°	0 to 1/8	H	RW
KAISER Man. & DeLuxe	118 1/2	6L	3 3/8 x 4 3/4	26.3	118@3600	Ch	4	5	OB	Y	Y	12.5	±1°	0 to 1 1/2°	1/8 to 1/4	H	RW
HENRY J Corsair	100	4L	3 1/4 x 4 3/8	15.63	80@3800	G	3	4	OB	X	N	10.8	1/4 to 1°	1/4 to 1°	3/8 to 1/4	H	RW
HENRY J Corsair DeLuxe	100	6L	3 3/8 x 3 1/2	23.4	80@3800	G	4	5	OB	X	Y	9.5	1/4 to 1°	1/4 to 1°	3/8 to 1/4	H	RW
LINCOLN	123	V8L	3.80 x 3 1/2	46.2	208@4200	Ch	5	5	OB	Y	Y	22.5	0 to 1 1/2°	0 to ±2 1/4°	1/2 to 3/8	H	RW
MERCURY	118	V8L	3.19 x 4	32.5	125@3800	G	3	4	OB	Y	N	21.5	0 to 1 1/2°	0 to ±2 1/4°	1/2 to 3/8	H	RW
NASH Statesman	114 1/4	6L	3 1/4 x 4 1/4	23.44	100@3800	Ch	4	4	OB	N	Y	15	0 to 1 1/2°	±1 1/2°	1/4 to 3/8	H	RW
NASH Ambassador	121 1/4	6L	3 1/2 x 4 3/8	29.4	120@3700	Ch	7	6	OB	N	Y	18	0 to 1 1/2°	±1 1/2°	1/4 to 3/8	H	RW
OLDSMOBILE "98"	124	V8L	3 3/4 x 3 3/4	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 3/4°	-1/4 to 3/4°	3/8 to 1/8	H	RW
OLDSMOBILE Super "88"	120	V8L	3 3/4 x 3 3/4	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 3/4°	-1/4 to 3/4°	3/8 to 1/8	H	RW
OLDSMOBILE DeLuxe "88"	120	V8L	3 3/4 x 3 3/4	45	150@3600	Ch	5	5	OB	Y	N	21.5	0 to 3/4°	-1/4 to 3/4°	3/8 to 1/8	H	RW
PACKARD Clip. & DeLuxe	122	8L	3 1/2 x 4 1/4	39.02	150@4000	Ch	5	7	OB	Y	Y	20.5	-1 1/2 to 1 1/2°	0 to 3/4°	0 to 1/8	H	RW
PACKARD Mayfair	122	8L	3 1/2 x 4 1/4	39.02	160@3600	Ch	5	7	OB	Y	Y	20.5	-1 1/2 to 1 1/2°	0 to 3/4°	0 to 1/8	H	RW
PACKARD Cavalier	122	8L	3 1/2 x 4 1/4	39.02	180@4000	Ch	5	7	OB	Y	Y	20.5	-1 1/2 to 1 1/2°	0 to 3/4°	0 to 1/8	H	RW
PACKARD Pat. & Custom	*	8L	3 1/2 x 4 1/4	39.02	180@4000	Ch	7	7	OB	Y	Y	20.5	-1 1/2 to 1 1/2°	0 to 3/4°	0 to 1/8	H	RW
PLYMOUTH Cambridge and Cranbrook	114	6L	3 1/4 x 4 3/4	25.35	100@3600	Ch	4	5	OB	Y	Y	13	±1°	-3/8 to 3/8°	0 to 1/8	H	Ps
PONTIAC Chieftain 6	122	6L	3 3/8 x 4	30.46	115@3800	Ch	4	5	OB	Y	Y	18.3	±1 1/2°	1/2 to ±1 1/2°	0 to 1/8	H	RW
PONTIAC Chieftain 8	122	8L	3 3/8 x 3 3/4	36.45	118@3600	Ch	5	5	OB	Y	Y	19.5	±1 1/2°	1/2 to ±1 1/2°	0 to 1/8	H	RW
STUDEBAKER Champion	116 1/2	6L	3 x 4	21.6	85@4000	G	4	5	Y	Y	Y	10	1 1/4 to ±3/4°	0 to 1°	1/8 to 1/4	H	RW
STUDEBAKER Cmdr. & Land Cr.	120 1/2	V8L	3 3/8 x 3 1/4	36.4	120@4000	G	5	6	Y	Y	Y	17 1/4	1 1/4 to ±3/4°	0 to 1°	1/8 to 1/4	H	RW
WILLYS																	

ABBREVIATIONS

*—Patrician, 127"; Custom, 149"
 1.—When equipped with Dynaflow, 13 1/2"
 2.—When equipped with Dynaflow, 18"
 3.—Cadillac model 6019, 130; models 7523 and 2533, 146 1/4"
 Ch—Chain
 G—Gear

H—Hydraulic
 I—Valve-in-head
 L—L-head
 N—No
 OB—Oil bath
 P—Positive

Prf.—Preferred
 Ps—Propeller shaft, rear transmission
 RW—Rear wheels
 X—Optional at extra cost
 Y—Yes

AT CHICAGO

AT LOS ANGELES

AT KANSAS CITY

AT BRUSSELS

AT BALTIMORE

AT SCHENECTADY

AT MILWAUKEE

AT SAN BERNARDINO

ST. LOUIS

AT SPOKANE

SYRACUSE

ANDERSON

BANGOR

AT FRESNO

MO

MSON

STAMFORD

SAN MATEO

ABERDEEN

SALISBURY

BETHLEHEM

LEWISTON

AT SAN FRANCISCO

AT FORT WAYNE

AT LOWELL

AT ROCHESTER

AT WASHINGTON

AT SANTA BARBARA

AT PITTSBURGH

AT COLUMBIA

AT TORONTO

BUFFALO

STOCKTON

SEATTLE

CONCORD

STREATOR

ENDIC

NSO

AT BRISTOL

OAKLAND

JAMESTOWN

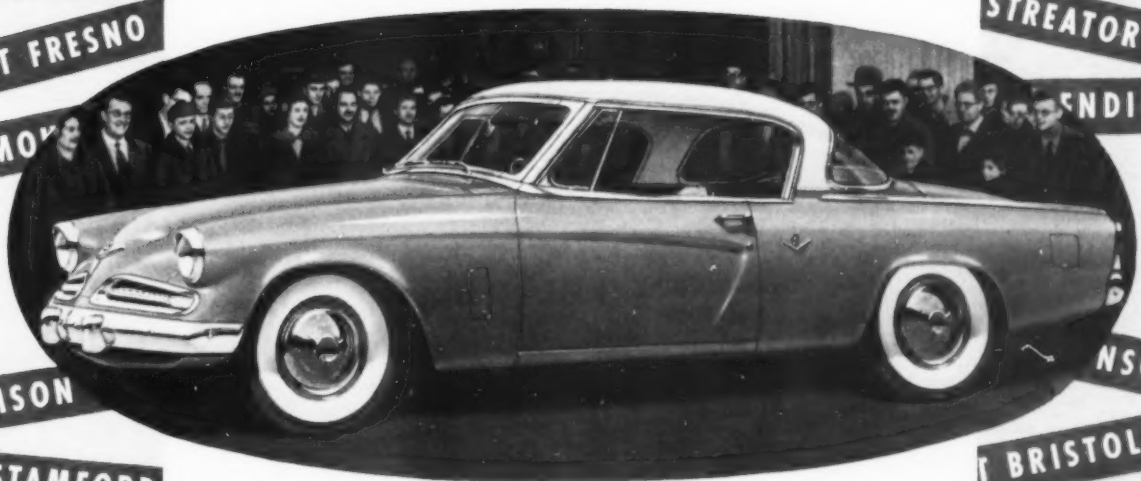
LAWRENCE

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Sensational!

**THE HIT OF
THE AUTO SHOWS
EVERYWHERE!**



**NEW 1953
STUDEBAKER**

*The new American car with
the European look*

1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP				ELECTRICAL				Battery	FUEL SYSTEM			VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (ozs.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Cap. & Ter. Grd.	Carb. Mfr.	Model No.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)
ALLSTATE 4 Cyl.	22	25-34	17-21	28-32	5°bte	Ca. P.	24°@3000	22°-15°	100P	Ca	YF	3½ Max.	16	16	9°bte
ALLSTATE 6 Cyl.	22	31-37	17-21	28-32	5°bte	V. D.	26°@3000	14°-15°	100P	Ca	YF	4½ Max.	16	16	5°bte
BUICK Special 40	12½	No	19-23½	23-28	4°bte	FW	13°@2000	11°-13°	100N	Ca-St	AAUVB 267 7-90	5	15	15	14°bte
BUICK Super 50	12½	No	19-23½	30-35	5°bte	FW	18°@2150	12½°-14°	70N	Ca-St	AAVB-26	5	Au	Au	25°bte
BUICK Roadmaster 70	12½	No	19-23½	30-35	5°bte	FW	18°@2150	12½°-14°	70N	Ca-St	4AUV 267 7-94	5	Au	Au	25°bte
CADILLAC	16	31 ± 1½	19-23	35	2½°	V. D.	13¼°@2000	14½°-17°	70N	Ca-R	WCFB 2005-S or 4-GC	4-5½	Au	Au	22°bte
CHEVROLET (Conventional)	12½	38-45	19-23	33-38	5°bte	FW	18°@1800	13°-11°	100N	R	7004915	3½-4½	6	13	1°atde
CHEVROLET Powerglide	12½	38-45	19-23	33-38	5°bte	FW	18°@1800	13°-11°	100N	R	700478	3½-4½	0	0	16°atde
CHRYSLER Wind. & DeLuxe C-60	18-20	39 ± 3°	17-20	35	tde	V. D.	11°@1425	10°-15°	120P	Ca	E9C1-E9A1	3½-5	8	10	12°bte
CHRYSLER N. Y. & Spec., Cust. Im.	15-18	32-36	17-20	35	4°bte	V. D.	12°@1775	12½°-17°	135P	Ca	WCD-935-S	3½-5	Au	Au	15°bte
CHRYSLER Crown Imperial	15-18	32-36	17-20	35	4°bte	V. D.	12°@1775	12½°-17°	12vP	Ca	WCD-992-S	3½-5	Au	Au	15°bte
DeSOTO Powermaster S-18	18-20	39 ± 3°	17-20	35	2°bte	V. D.	11°@1425	10°-15°	120P	Ca	E9C1	3½-5	14	14	12°bte
DeSOTO Fire Dome S-16	15-18	32-36	17-20	35	4°bte	V. D.	15°@1900	12½°-17°	120P	Ca	BBD-909-S	3½-5	Au	Au	12°bte
DODGE Meadowbrook D46-47	20	39	17-20	35	2°bte	V. D.	9-11°@1425	7-9°-14°	105P	St	D6H2	4-5½	10	10	8°bte
DODGE Coronet D44-48	17	32-36	17-20	35	4°bte	Ca. P.	14-16°@1750	10½°-12½°-17°	105P	St	WW3-108	4-5½	10	Au	17°bte
FORD Main. & Customline 6	24-26	35-38	17-20	34-37	tde	V. D.	None	16°-7.15°	90P	Ho	1904-F	4-5	15	15	13°bte
FORD Main. & Customline 8	14-16	26-28.5	17-20	29-32	2°bte	Ca. P.	None	12½°-5°	90P	Ho	2100	3½-4½	13-15	17-19	5°bte
HUDSON Wasp DeLuxe	20	39	17-20	32	tde	FW	10°@1200	5°-12°	100P	Ca	WA1-749S	4-5	10-12	10-12	26.8°bte
HUDSON Wasp Super	20	39	17-20	32	tde	FW	9°@2000	4°-12°	100P	Ca	WGD-776S	4-5	10-12	10-12	26.8°bte
HUDSON Hornet	20	39	17-20	32	tde	FW	9°@2000	4°-12°	100P	Ca	WGD-776S	4-5	10-12	10-12	26.8°bte
KAISER Man. & DeLuxe	22	31-37	17-21	28-32	4°bte	V. D.	20°@3200	12°-15°	100P	Ca	WGD	5	14	14	10°bte
HENRY J Corsair	22	25-34	17-21	28-32	5°bte	Ca. P.	24°@3000	22°-15°	100P	Ca	YF	3½	16	16	9°bte
HENRY J Corsair DeLuxe	22	31-37	17-21	28-32	tde	V. D.	26°@3000	14°-15°	100P	Ca	YF	5¼	16	16	5°bte
LINCOLN	14-16	26-28.5	17-20	34-37	3°bte	V. D.	None	17°-5.8°	110P	Ho	2140	3½-4½	Au	Au	18°bte
MERCURY	14-16	26-28.5	17-20	29-32	2°bte	Ca. P.	None	9½°-5°	100P	Ho	1901-FFC	3½-4½	13-15	17-19	5°bte
NASH Statesman	22	31-37	17-21	30	4°	V. D.	21°@2800	7½°-15°	90P	Ca	WCD-2034S	4½-5½	15	15	10°bte
NASH Ambassador	22	31-37	17-21	30	tde	V. D.	30°@2700	6°-15°	90P	Ca	YH985-S	4½-5½	12	16	12½°bte
OLDSMOBILE "98" & Super "88"	16	26-33	19-23	30	2½°bte	Ca. P.	30°@3600	20°-19°	70N	R-Ca	4GC-WCFB	4-5	Au	Au	13½°bte
OLDSMOBILE DeLuxe "88"	16	26-33	19-23	30	2½°bte	Ca. P.	30°@3600	20°-19°	70N	R-Ca	WGD	4-5	Au	Au	13½°bte
PACKARD Clip. DeLuxe, May. & Cav.	12½-17	30	17-21	23	6°bte	V. D.	16°@3200	10°-10°	100P	Ca	WGD-784S	4-5	7	10	15°bte
PACKARD Patrician Custom	12½-17	27	17-20	28	6°bte	V. D.	15°@2800	13°-10°	120P	Ca	WGD-928S	4-5	Au	Au	15°bte
PLYMOUTH Cambr. & Cranbrook	20	39 ± 3°	17-20	35	2°bte	Ca. P.	11°@1425	9°-14°	100P	Ca	D6H2	4-5½	10	14	12°bte
PONTIAC Chieftain 6	22	37	17-20	23-28	tde	V. D.	23°@3600	24°-20°	100N	Ca	WCD-2010S	4-5.2	11	13	12°bte
PONTIAC Chieftain 8	16	30	19-23	23-28	6°bte	V. D.	22°@3700	22°-20°	100N	Ca	WCD-917SA	4-5.	11	13	5°bte
STUDEBAKER Champion	20	38-40	17-20	27½	2°bte	V. D.	14°@2800	20°-12°	100P	Ca	WE980S	4-5	16	16	15°bte
STUDEBAKER Cmdr. & Land Cr.	13-18	28-34	17-21	37½	4°bte	V. D.	32°@2900	18°-10½°	100P	St	WWUVL-26	4-5	30	30	11°bte
WILLYS															

ABBREVIATIONS

1.—Dwell meter for setting point opening is not recommended
 Au—Automatic
 htc—Before top center
 Ca—Carter

Ca. P.—Crankshaft pulley
 FW—Flywheel
 Ho—Holley
 N—Negative
 P—Positive

R—Rochester Products
 St.—Stromberg
 tdc—Top dead center
 V. D.—Vibration damper

Here's the current answer
for '53 GM cars
with

*12-Volt
Systems*



The New

DELCO-REMY

12-Volt Equipment for Passenger Cars

*The Electrical Equipment
for 1953 Buick, Cadillac
and Oldsmobile Cars
is the New*

**DELCO-REMY
12-VOLT SYSTEM**

In mastering the problem of rising engine compression ratios and mounting electrical loads, Delco-Remy has followed its tradition of engineering for the future as well as present needs. The new Delco-Remy 12-volt system not only fulfills the electrical needs of the latest passenger cars in production, but also establishes ample ignition reserve for future engines still in the research stage.

Made up entirely of new units, the Delco-Remy 12-volt system includes a higher wattage battery, generator and regulator . . . specially designed ignition components, cranking motor, horns, relays and switches. It's the *current* answer on the 1953 models of three popular GM cars! Get set now for the new cars . . . see your UMS distributor today for complete parts and service information.

A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE
AVAILABLE THROUGH DISTRIBUTORS EVERYWHERE

DELCO-REMY

Division of General Motors Corporation • Anderson, Indiana

Readers are invited to contribute to—

SHOP TALK

IT CAUSED ACTION

Miami, Fla.

Gentlemen:

It is only fair that we advise you that your fine article, "A Washer Brought Them In," by William Gobar, which featured Washmobile, caused more sales action here than

any of the many costly ads our company has placed.

Gobar writes as a man who knows a service-station manager's language and he hits at the "score zone," the cash register, right where it counts!

We have never used your fine magazine for an advertising med-

A column of informal comments about the automotive trade and its problems.

ium, but the surprising response from this article impressed us so much that we became suddenly aware of your drawing power, and at the NADA convention in Frisco all of the Southern franchisers present voted to include your fine magazine in our '53 budget outlay. I hope that your representatives follow through for we are very enthusiastic about the results we feel will surely follow.

JOSEPH J. REEDY,
Vice-President,
Washmobile Corporation
of Florida.

Would you consider joining our sales force?

WHY NOT FLAT RATE?

Jackson, Miss.

Dear Sir:

I would especially like to see the carburetor manufacturers put the flat-rate time on carburetor repair kits. Why not stamp along with the list price the flat-rate for labor for each particular kit? Do all the kits this way and it would be a help to the trade to hold prices in line. This would be fair for everyone.

This idea could be applied to many parts packages.

VIRGIL PACE,
Jackson Motor Clinic

Thanks for this comment, written in connection with your reply to the survey on page 68.

PLANNING A GARAGE

Kennesaw, Ga.

Gentlemen:

We are planning on building a garage approximately 40' by 80' with station combination. Could you furnish us information as to where we may obtain plans or ideas for such a building? Thank you for your help.

H. B. BUTLER,
Butler's Garage

We're sending you tear sheets

Put work where
you want it
with a

LEE END LIFT



LEE END LIFTS help speed completion of all types of service with resulting lower labor costs since work is placed exactly where you want it.

This versatile one end lift goes to the job — indoors, outdoors, upstairs or basement. The LEE END LIFT holds work at a level best suited to the mechanic; avoids fatigue; gets more jobs done per day. Raises either end of car up to 53". 3000 lb. capacity. Stores in 2 ft. sq. 5500 lb. cap. TRUCK LIFT also available. Write for data and price sheet.



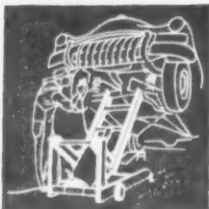
**AUTOMOTIVE
EQUIPMENT MFG. CO.**

11000 SOUTH ALAMEDA STREET
LYNWOOD, CALIFORNIA

for each specific job



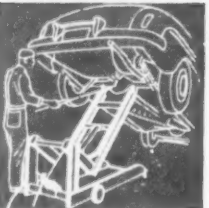
BODY & FENDER



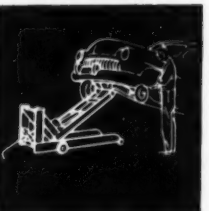
PAINTING AND UNDERCOATING



UNDER-CAR REPAIRS



STEAM CLEANING



BRAKE & WHEEL SERVICE

*"The happiest relationship
I've ever had with
any finance company"*

says Mr. GEORGE F. ZEISMER
President of Zeisner Motor Co., successful Ford
Dealer of Mankato, Minnesota.



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of
Commercial Credit Company, Baltimore
... Capital and Surplus over \$125,000,000
... offices in principal cities of the United
States and Canada.

COMING FROM Mr. Zeisner, this statement is significant. For as association actuary for N.A.D.A., and with over 29 years' experience in the automobile business, he's no "greenhorn." Zeisner Motors has used the COMMERCIAL CREDIT PLAN ever since COMMERCIAL CREDIT opened its Mankato office, and Mr. Zeisner feels the relationship has made a heavy contribution to the success of his business. In particular, Mr. Zeisner rates COMMERCIAL CREDIT's local service and merchandising helps as outstanding. And

in summing up his opinion, he added, "I know COMMERCIAL CREDIT will always keep competitive."

Why not find out how this same COMMERCIAL CREDIT PLAN can give you better, more reliable, more profitable financing assistance? You can rely on COMMERCIAL CREDIT's ample resources, complete financing services year after year . . . in good times and bad. Just call or write your nearest COMMERCIAL CREDIT office now. Ask to see "The Dealer's Stake in Time Selling."

COMMERCIAL CREDIT DEALERS ARE Successful DEALERS

of a few garage plans carried in SAJ earlier this year. Your local jobber who handles equipment may have some suggestions also.

WANTS FINANCING FORMS

Spartanburg, S. C.

Dear Sir:

We would appreciate very much if you could secure for us copies of the "Certified Automotive Rebuilders Financing Plan Franchise" together with rate charts and other

forms as referred to in an article in the December, 1952, issue regarding the plan as used by independent rebuilders in Alabama.

T. R. GARRISON,

Spartan Automotive, Inc.

Glad to send you copies of the forms we have available.

WHO MAKES GAUGES?

Lexington, Mo.

Dear Sir:

Your February issue was an ex-

tra good one. Could you please tell me who manufactures mercury vacuum gauges?

J. WILLIAM MORRISON,
Carburetor Service Shop

Glad to send you the names of about a dozen companies that make gauges for checking engine vacuum.

WANTS GARAGE PLANS

Monticello, Ky.

Dear Sir:

Do you have copies of the series of articles on garage plans published in your magazine?

BILL COFFEY,

Owner,

Coffey Chevrolet Co.

We're sending you copies of the articles for which tear sheets are still available.

Test Sells Tune-Ups

(Continued from page 71)

trouble has been corrected, we get extra assurance out of a second road test after repairs have been completed. This shows our jobs are up to standard. The mechanic prefers this too for it is special protection against a come-back within 30 days.

Since our mechanics are interested in how customers feel about the work that has been done, they are glad to take a few extra minutes to check up on themselves with a road test. Sometimes the shop foreman does a recheck that takes three to five minutes.

We are convinced that road testing is the surest way of proving to our customers that our recommendations are honest ones. Taking time out for road testing proves our shop's responsibility for the performance of each customer's car.

Black & Decker Expands Hampstead Facilities

PLANS for a 126,800-square-foot addition to its Hampstead, Md., branch plant have been announced by The Black & Decker Manufacturing Co. This will more than double the present size of the plant, President Alonzo G. Decker said.

Completion of the addition is scheduled for November but some operations in the building will begin by September, Decker said. The original Hampstead plant has been in operation since April, 1952.

**"OUR PARTS BUSINESS HAS
INCREASED 20% SINCE
WE STARTED TO SELL THE
Belond® LINE"**



reports

ROY LESLIE

of Kenz & Leslie V-8 Service
Denver, Colorado

Many dealers are finding that Belond EQUA-FLOW Exhaust Systems not only move fast themselves... but help stimulate sales in the rest of the parts department. Yes, unconditionally guaranteed Belond EQUA-FLOW Exhaust Systems sell — and sell on performance. Their high-quality construction helps, too, as well as their long life, and ease of installation. Dealers everywhere are building volume month after month — and we do our part with a steadily increasing promotional and advertising program. You can make real profits by stocking and pushing Belond EQUA-FLOW Exhaust Systems. Ask your jobber, or write us for full information.



**Southern California
MUFFLER CO.**

11039 WASHINGTON BLVD. • CULVER CITY 22, CALIFORNIA

©1953

A TRUE SUCCESS STORY

THE KID WHO DID THE IRONING

Baby sitter to sheep and friend of the housewife

... a strange combination, perhaps. But it helped make

Harry a successful Chrysler-Plymouth Dealer

Reading time: 1 minute, 44 seconds

HARRY is many things to many people. To housewives in North Carolina, he's the tall boy who did the week's ironing. To women in the row houses of Philadelphia, he's the nice kid who demonstrated those newfangled vacuum cleaners. To sheep men in Wyoming, he's the lonely boy from back East.

And to folks in the southern city where he lives and operates a successful Chrysler-Plymouth dealership, he's a leading business, political, and sports figure.

This multi-faceted personality rests on broad shoulders. At 62, Harry stands an erect 6 feet 4 inches, topped off with a handsome shock of white hair. His manner is direct, his voice commanding. He cuts an imposing figure.

Scion of a well-to-do Philadelphia family, Harry barely reached 16 when the family fortune hit bottom. With a friend, he headed west, settling among Wyoming's wide-open spaces and multitudinous sheep. He chaperoned these balky animals for a year, riding fence and longing for home.

Returning home, Harry found his niche—selling. He rode streetcars with his product—a bulky, 75-pound vacuum cleaner—calmly ignoring the hostile glances of fellow passengers.



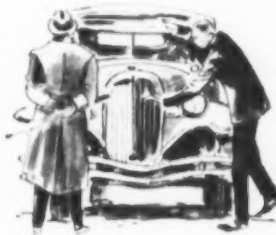
"Selling door-to-door was great training," he reported. "You learn techniques, quick appraisals of prospects, and the soundness of the old truth, 'if you demonstrate your product to enough people, you'll make sales.'"

When he switched to selling electric irons, Harry knocked on doors, offering to do the housewives' ironing. His pressing talent combined with his engaging personality sold lots of irons. So many, in fact, he was transferred to selling electric motors to West Virginia mine owners. Harry again prospered and developed a sales philosophy which guides his Chrysler business today:



"The first thing you have to sell is yourself. If people don't like you, it's doubly hard to convince them that yours is the right product. I didn't know much about electric motors. But mine owners knew a good firm backed the motors and they were willing to give me a chance. It was as simple as that."

After World War I, Harry turned his attention to the automobile industry. He settled down in his present site with an automobile dealership. In 1926, he switched to Chrysler—"because it is a product with public acceptance, made by a reputable manufacturer."



In the following years, Harry did his greatest selling job. His product: himself. Today his organization employs 160 people.

Harry has served as president of the Chamber of Commerce and head of many civic undertakings. He is an enthusiastic golfer and is regarded by his neighbors as a sports authority. He has one other talent.

"I still," he reported, "iron a mean shirt."

Write for our free booklet of true stories about enterprising men. Chrysler Corporation, Highland Park 3, Michigan.



CHRYSLER CORPORATION

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "JOB RATED" TRUCKS
FINE CARS OF GREAT VALUE

Where's HP Headed?

(Continued from page 67)

fers to brake horsepower.

Taxable horsepower is computed by a formula involving the bore and number of cylinders. It was originally developed as a convenient means for licensing automobiles many years ago and it has no real relation to the other types of horsepower.

Although all American manufacturers use the brake-horsepower method for rating their

cars, there is considerable difference in the system used to obtain the rating.

Some manufacturers determine the brake-horsepower rating with all the power-using accessories of the engine in place. Some remove the cooling fan, exhaust system, air cleaner, manifold heat control valve, pumps or other accessories in rating the engine.

If the friction horsepower is reduced by removing one or more accessories, naturally the brake-horsepower rating is increased.

One reason for more powerful engines—emphasized by both new-car manufacturers and hot-rod enthusiasts—is to give better performance in the "middle" driving range, as well as better gasoline mileage at normal cruising speeds.

If an engine operates at well below its capacity when the car is traveling at usual highway speeds, there is plenty of reserve power to give necessary acceleration for passing and for safe maneuvering in traffic.

High-powered engines are really nothing new in the trade. During the 1930's several cars with 175- and 200-horsepower engines were produced. But the engines were large, heavy and expensive.

Today the industry is obtaining the same amount of power from engines that are smaller, more practical, more dependable and more economical—both in original purchase price and in operation.

They've Topped 300

General Motors has produced experimental cars with engines that develop 300 horsepower. Chrysler Corp. has stated that modifications in its present hemispherical-combustion-chamber engine can boost horsepower to more than 300.

Already parking and traffic problems seem to have called a halt to any significant increase in the size of passenger cars. Overall dimensions of some of the "larger" cars have been reduced slightly from dimensions of comparable models produced several years ago.

Will present-day highways and driving conditions make a further increase in horsepower for passenger cars impractical?

At what point does extra horsepower cease to make any real contribution to performance needs and become simply an expensive "decoration"?

Will careless use of high-powered cars result in restrictions for the sake of safety?

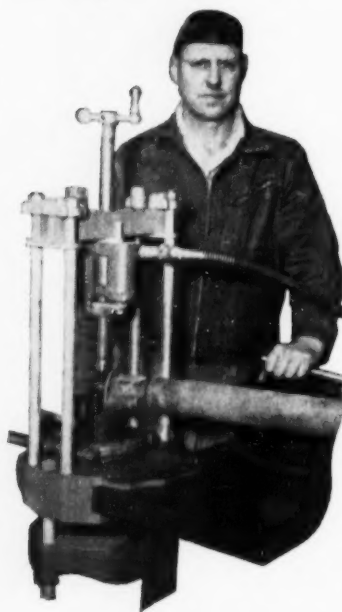
While the manufacturers wait for the future to give them these answers, their engineering departments are continuing work on more efficient and more powerful engines.

What about the horsepower of the next really new models? If you can confide the answer accurately, there are some manufacturers in Detroit and other localities who might be willing to put you on their staff.

A TIP
FROM
Elmer Lee • "The OTC HYDRAULIC RAM
and PRESS are
the best buy
I've ever made"



CENTER HOLE HYDRAULIC PULLER
Makes Tough Jobs Easy



Elmer Lee owns a small garage.
Does all types of automotive repair.

"I use the press every day for removing and installing gears, bearings, bushings, pins—I'm amazed at how often I use it.

"I do work on all makes of cars, trucks and tractors," says Elmer, "and the 17½ ton bench press and Power-Twin ram are the handiest, most versatile tools I've ever owned . . . couldn't have built one as well or as inexpensively myself."

You, too, can pull 95% of your jobs easily, quickly and without damage to expensive parts. OTC Power-Twin ram eliminates torque, reduces friction—use as portable puller or with open throat pedestal or bench press.

Famous OTC Center-Hole Ram . . . permits easy adjustment to the work and interchange from push-puller to sleeve puller to bench press . . . a portable power unit.

17½, 30 and 50 TON SIZES

POWER-TWIN
has these advantages:

- Compact • Light • Universal
- Versatile • Portable • Powerful
- Interchangeable • Inexpensive



OWATONNA TOOL COMPANY
306 CEDAR STREET • OWATONNA, MINNESOTA

THERE'S



Everything you need from one jobber—means economical one-stop service. See your KING jobber for precision parts that are priced right for profit.

PISTONS • PINS • VALVES • BEARINGS • WATER PUMP PARTS • BOLTS
BUSHINGS • SILENT-U SHACKLES • SLEEVES • WHEEL SUSPENSION PARTS

"Building for the future on a 33-year record"



KING QUALITY

SAINT LOUIS 10, MISSOURI



All our quick-service jacks are
WALKER WHIPPETS...



The New Deluxe Walker Whippets

3000 Lbs. Lifting Capacity
16¼" Hydraulic Power Lift

No. 867 Equipped with "Radial Thrust" Casters at rear.



No. 857 Equipped with
Wheels at both ends

The Greatest Value in Service Jacks

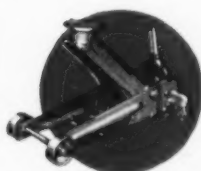
here's why!

Blue Seal

To begin with, the revolutionary new Walker "Blue Seal" all-steel hydraulic power unit assures a long life of smooth, trouble-free operation.



Whippet's extra strength means extra safety.



Its rigidized "Dreadnaught" Steel Chassis, with specially formed and reinforced steel side plates, resists twisting and weaving under load. And the new reinforced bell crank, or lifting arm, is designed to handle off-center loads—safely and steadily.



IT CONTROLS IT TELESCOPES IT ZIPS OFF

You'll like Whippet's "Handy Handle"—48 inches long . . . convenient for jockeying the jack into place . . . easy, positive control of lowering. A simple press of the thumb telescopes it to half length—convenient for close quarters . . . out of the way to prevent tripping.

Whippet's rugged, oversized "Sure Grip" steel cap has ample space between its holding prongs for a sure, positive grip, every time. The cap rotates easily, is self-levelling in all positions. Wide "Double Tread" Wheels provide extra load-bearing surface, particularly helpful on rough and soft surfaces. Self-lubricating, full "Radial Thrust" Casters on the rear end of No. 867 are built to absorb severe shock from any direction.



See them today . . . get yours now—at Jack Headquarters—your Walker Jack distributor.

WALKER MANUFACTURING CO. OF WISCONSIN, RACINE, WISCONSIN
Walker Jacks • Exhaust Silencers • Oil Filters

What's News at Walker



GREAT NEW JACK SELLING OPPORTUNITY

America's easiest-to-use, safest-to-use bumper jack, the new Walker 400, is proving to be America's easiest-to-sell passenger car jack. Motorists like the "Adjust-O-Matic" Lifting Hook that fits all bumpers perfectly. And they are actually amazed at the ease with which the "400" operates. The exclusive "Counter-Acting Roller" principle actually reduces lifting effort up to 47%! See this popular new fast-seller at your Walker Jack Distributor.

ENTIRELY NEW CONCEPT IN LIFTING EQUIPMENT



A revolutionary new development in automotive lifting equipment, the Walker 76 is the first completely self-powered, portable hydraulic one-end lift for all types of under-car service. With its 32-inch power raise, No. 76 is proving ideal for body and fender repairs, exhaust sys-

tem replacements, undercoating, shock absorber service, brake work, steam cleaning, etc. In many shops, No. 76 serves as an extra lift where a complete lift installation is impractical or unnecessarily expensive. Ask your Walker Distributor for a demonstration.

FAST, ECONOMICAL, FACTORY-SUPERVISED REPAIRS

You can get the same repair and reconditioning service for your Walker Jacks that they would get right at the Walker factory. All you need to do is take them to your Walker Jack Distributor. Or you can send them directly to the nearest Walker Branch or Authorized Walker Jack Service Station. You get your jack back in jig time, in perfect condition, backed by a "new jack" guarantee.



WALKER LEADS IN JACKS

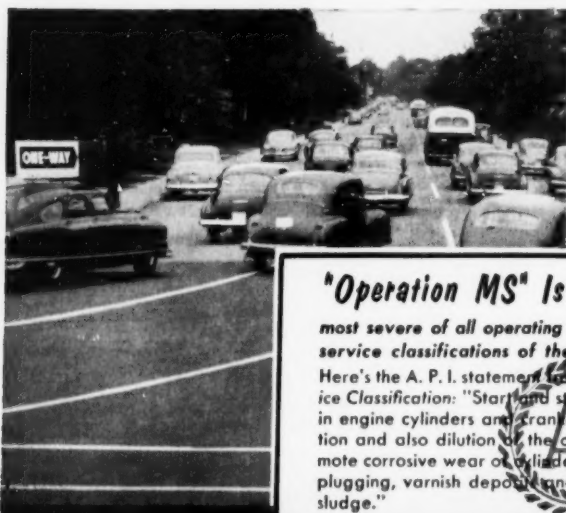
Only Walker offers a complete line of jacks . . . the proper jack for every job. Your Walker distributor has the famous Walker Greyhounds—America's finest hydraulic service jacks . . . Walker Whippets for quick service on floor or driveway . . . No. 780, the standard of the 10-ton field for heavy-duty service . . . the famous Series 900 portable hydraulics from 1½ to 50 tons . . . the No. 44 transmission jack . . . Rigid Racks and other tool box jacks.



Your Walker distributor is
JACK HEADQUARTERS



RECOMMENDED FOR.



"Operation MS" Is Start-Stop Driving—

most severe of all operating conditions, according to the new service classifications of the American Petroleum Institute. Here's the A. P. I. statement from the official booklet, Lube Service Classification: "Start and stop service promotes condensation in engine cylinders and crankcases of water from fuel combustion and also dilution of the oil with unburned fuel; it can promote corrosive wear of cylinders, pistons and rings, also oil ring plugging, varnish deposits and low temperature emulsion type sludge."

WALKER MANUFACTURING CO., OF WISCONSIN • RACINE, WISCONSIN

..OPERATION MS"

(MOST SEVERE)

Walker Oil Filters Meet the Extra Requirements of "Operation MS"—Removing Both Solid Contaminants and Harmful Water that Endanger 9 Out of 10 Engines

According to the American Petroleum Institute, the everyday start-stop, low-speed, traffic-idling driving pattern of 9 out of 10 car owners is most severe of all operating conditions.

The engine seldom really warms up—maximum combustion blow-by occurs creating soots, carbon, lead compounds and the most objectionable of all contaminants, *water in the oil*.

Water in the oil is the chief cause of sludge, most important source of engine operating difficulties. Water in the oil is the source of corrosive crankcase acids, a major cause of engine wear.

Walker Oil Filters are recommended for "Operation MS" (Most Severe) because they remove solid contaminants from the oil . . . and water, too. Walker patented *Laminar* construction takes out dust, dirt and

abrasives through famous 3-way filtration. And the exclusive *Laminar* filtering material selectively removes water from the oil . . . keeps the moisture content below the critical "sludge danger zone" . . . minimizes acid wear by absorbing the acids contained in the water removed from the oil.

Walker Oil Filters are designed to protect oil and engine under the most severe of all operating conditions. No other oil filter more completely meets the extra requirements of "Operation MS" (Most Severe)—the driving pattern of 9 out of 10 of your customers.

THE ENGINE PUTS IN	WALKER TAKES OUT
ROAD DUST From Engine Breathing	✓
CARBON SOOT From Engine Combustion	✓
LEAD SALTS	✓
METAL PARTICLES From Engine Wear	✓
MOISTURE From Engine "Blow-By"	✓



WALKER OIL FILTERS

WITH PATENTED *Laminar* CONSTRUCTION

OIL FILTERS • EXHAUST SILENCERS • JACKS

Dear Bill,

It's always been a source of wonder to me, how certain kinds of service work seems to come in "epidemics."

It isn't predictable like "seasonal" business, when the guy just naturally wants some anti-freeze and a make-ready for winter, or a spring check-up for warm-weather drives, etc. It's just that on occasion there will be a number of transmission jobs, maybe broken springs, or any number of other jobs that just pop up in a group



THERE'S PROFIT FOR YOU WHEN MILLIONS YELL FOR . . .

Sola-Cell!

Auto Catalytic

No installation problems . . . Sola-Cell is just placed in the radiator!

Stops Engine Overheating Due to Scale and Corrosion in:

- Autos
- Trucks
- Buses
- Tractors
- and Stationary Engines



F.O.B. OKLAHOMA CITY

HALES-MULLALY CO. • SOLA DIVISION
3110 NORTH WALKER • OKLAHOMA CITY, OKLA.



Sold in colorful, sales-making red, yellow and black package, imprinted with instructions and guarantee, and containing insertion date sticker for radiator cap. Cell is 2 3/16" long and 1/2" in diameter.

- Removes Scale • Reduces Rust
- Allows Maximum Engine Performance
- Reduces Friction and Wear
- Cleans Radiator and Cooling System
- Helps Prevent Overheating
- Guaranteed for 2 Years

SHIPPING INFORMATION	
No. of Units	Shipping Weight
8	1 lb., 2 oz.
24	1 lb., 11 oz.
144	10 lbs., 2 oz.

Shipped in 8 package cartons. Colorful cartons, imprinted with plenty of sell, serve as excellent counter displays.

for no apparent reason.

The parts manager says it's things like these unpredictable runs on slow-moving parts that make his hair turn gray. He'll have a good representative stock of a slow-moving part that should last 60 to 90 days when, wham, it's wiped out in one day—and for a week or more he'll be alibiing with both hands and absorbing a goodly number of insults. As often as not it would result in his shooting in extra orders and ending up with an overstock that would stop moving as soon as the rush subsided.

For that reason, he was probably responsible for some of the highly profitable "specials" we've run in the last few years. He'd stick an inventory sheet under the Bull-of-the-Wood's nose and say, "See what you went and made me do? I got more of these thing-a-majigs than I'll sell in a year—and you haven't sold one in three months, after chewing me out for not having enough in stock!"

Well, some of this stuff is impossible to peddle until the owner has a break-down in that department. You can't ask a customer to buy a nice, new, fresh rear spring unless he's got a busted one. Or try to interest him in a high-and-second sliding gear when he hasn't any shifting trouble.

But we have been able to reduce the inventory in a number of spots by putting on the pressure in advertising, through personal contact with the service salesmen and just plain watchfulness.

Last year the old man gave us the usual fixed advertising fund. We used to invest that in a little institutional blurb here and there in the newspaper or radio, just to tell people how happy we'd be to do whatever they'd like for us to do for them. But not this time. We made specific offers for certain periods, posted a little percentage-bonus on the special for the crew, and really pushed the one item for



PEOPLE WILL PAY YOU EXTRA for the comfort of driving in the shade!

When you sell cars

you'll make extra commissions by selling the E-Z-EYE option.

When you replace glass

you'll turn routine jobs into extra profit by selling E-Z-EYE.

Your customers know what a relief a patch of shade is when they've been driving in bright, glaring sunlight. Now they can take the shade *with* them, everywhere they drive. It's their own *private* shade, created by the E-Z-EYE shaded windshield.

Your customers are reading about it in *Time*, *The Saturday Evening Post*, *Collier's*, *The New Yorker*. Over half a million are already "driving in the cool, clear shade".

E-Z-EYE Safety Plate Glass is made with the darker blue-green shaded band for windshields, and unshaded for side and back windows. The use of E-Z-EYE all around, increases driver and passenger comfort because it reduces glare. This blue-green glass also keeps a lot of sun heat out of the car. It is available in all General Motors cars.

So, do your customers and yourself a favor . . . sell E-Z-EYE Safety Plate.



ALL L-O-P SAFETY GLASS IS GRADE-MARKED
If the word PLATE isn't etched on car windows, they
aren't safety Plate glass.

E-Z-EYE SAFETY PLATE

with the shaded windshield.

Reduces Glare, Eyestrain, Sun Heat

LIBBEY-OWENS-FORD GLASS COMPANY, TOLEDO 3, OHIO

all it was worth.

"Can't say that we've always made the parts manager happy this way. On several occasions we've exhausted his 'overstock' and had him out scrounging around to fill the demands of the special. We've had 'electrical specials,' pointing out light power loss and fire hazard. We've sold 'waterproofing' with emphasis on hard starting in rain or stalling by splash, and any number of other specials that would seem unlikely as a leader.

Now every ad we run is pushing

something "special." The customer still gets the idea we can do anything for him, plus a frequent reminder for something specific we can do for his motoring pleasure.

—Yrs,
Ed.

Clearing Wiper Trouble

(Continued from page 85)

work on a curved windshield. (Fig. 5).

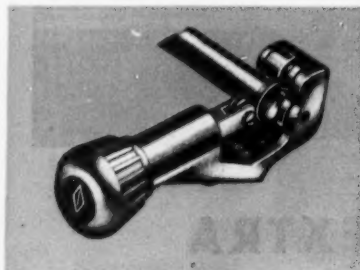
Of great aid to the wiper in keeping the windshield clean is the



Fig. 6—A clean stream of water from the windshield washer played on here would help the wiper.

TUBING TOOLS

Mechanics Go For!

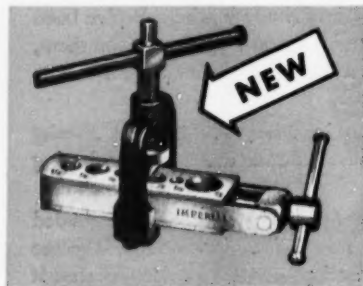


IMPERIAL HI-DUTY TUBE CUTTER

An outstanding favorite. Free-wheeling ball-bearing action. Flare cut-off groove in rollers. Retractable reamer. No. 274-F for 1/8" to 1" O.D. tubing.....

**A HINT to Busy Shops
That Want to Get Gas, Oil
and Brake Line Jobs Done Faster**

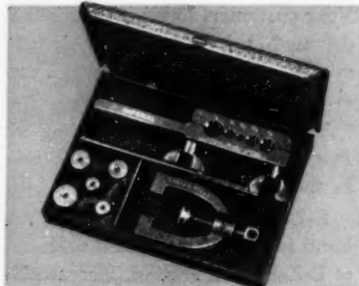
Just put one of these beauties in the hands of any good mechanic. Watch his eyes light up as he admires their sleek design—their sound construction. He knows that better designed tubing tools like these really save time—eliminate trouble—and increase profits on gas, oil and brake line jobs.



IMPERIAL HI-DUTY FLARING TOOL

New sliding segment flaring bar makes this tool far easier to use. Makes precision SAE flares on 3/16" to 5/8" O.D. tubing. No. 300-F.....

Ask for Catalog 124



IMPERIAL DOUBLE-FLARING TOOL

for Brazed Steel and Other Tubing

Overcomes tendency of brazed steel tubing to split when flared. No. 93-FB double flares 3/16", 1/4", 5/16", 3/8", 1/2" O.D. tubing. Also single flares. Complete in metal kit.....

Also a complete line of tubing benders... spring, lever and gear types
THE IMPERIAL BRASS MFG. CO., 1227 W. Harrison St., Chicago 7, Ill.

In Canada: 334 Laurier Ave., Toronto, Ontario



IMPERIAL

Brass Fittings • Flexible Lines
Tubing Tools • Shut-Off Valves
Barrel Faucets • Service Aids

VISIT OUR BOOTH AT THE SOUTHEAST AUTOMOTIVE SHOW

Hush Up, Noises!

(Continued from page 87)

will often stop the squeak.

Probably the best eliminator of general body noises is the proper use of the soundproofing material commonly called "undercoating" (Fig. 3).

In addition to doing an excellent job of protecting the undercarriage, this material when applied to the hood, inside the door panels and also the trunk lid will absorb many body noises which otherwise would be very annoying.

Most shops have the equipment necessary to apply this undercoating material but it is doubtful if they are making the most of its use as a noise eliminator. However, it is not effective unless enough is applied (Fig. 4).

In one year of body building the Buick-Oldsmobile-Pontiac Assembly Division of General Motors performs 1,100,000,000 spot welds, 129,250,000 inches of gasweld, 37,400,000 inches of heli-arc weld and 10,450,000 inches of arc weld.

It's a FORD "STOPPER"...and a profit-starter!



Ford owners stop for service where they see this Genuine Ford Parts oval. It's a real business-builder for independents!

Here's why: It's only natural for Ford owners all over the country to give their service business to the man who stocks Genuine Ford Parts. They know the man with the right parts for their Fords can be expected to do the best service job.

And through a hard-hitting campaign in many national magazines, *more and more* millions of Ford owners are learning that it pays to look for this famous blue oval. Why not put it outside your garage now!

Here's how to get this sign: This business-building sign costs you nothing. Just mail this coupon today and we'll tell you how you can get it.

MAIL THIS COUPON NOW!

PARTS AND SERVICE SALES DEPARTMENT

Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME _____

INDIVIDUAL'S NAME _____

ADDRESS _____

CITY _____ STATE _____

Share in Incentive Plan (Continued from page 66)

A man brought a car in for lubrication and oil change which would have come to \$3.25. Our lubrication man checked and found wheel bearings needed repacking, spark plugs needed replacement, oil-filter cartridge should be changed and fan belt replaced. His bill came to about \$14. While we had the wheel off, we noted that he had 2,000 miles left in his brake linings and told him to return in

due time and have this service taken care of.

In another instance where we were told to repack wheel bearings, lubricate and change oil, we noticed brake linings down to the rivets and sold that customer a re-line job. This illustrates again that a \$26 repair bill resulted from close attention to what was needed.

A tourist on her way to Richmond wanted water and oil checked, and we caught a cracked and broken fan belt. This was a \$2.50 sale, and the customer was

most grateful that she had been spared trouble on the highway.

Our men are constantly on the alert for accessory replacements as well as car defects. We make a practice of recommending and talking up oil - filter - cartridge changes whenever oil looks dirty to us. We watch not only for fan belt, hoses and battery condition but also for wiper blades, mirrors, dull car finishes that need a wax or glaze and seat covers.

I don't want to give anyone the impression that we are pushing people into buying what they can do without. That kind of approach can lead to more lost business than a few added sales.

Recently in the rush at one of the inspection stations, a car was turned down for brakes. Stopping at a nearby shop, the car owner was advised to have his brakes re-lined. He decided to wait and brought the car in here for a re-line job. We found he needed nothing of the sort. We put the wheel back on and told him to return to the inspection station, challenging their rejection.

We believe our inspection program makes for happier relations with the customer. Likewise our incentive pay plan increases customer confidence and satisfaction when the same mechanic and same service managers and shop foreman are here to service cars year after year. We have many a customer in the neighborhood ask for the same mechanic to work on his car time and again.

This, we believe, has built our business from the \$200,000 yearly volume it was during '47 and '48 to the current volume of \$300,000.

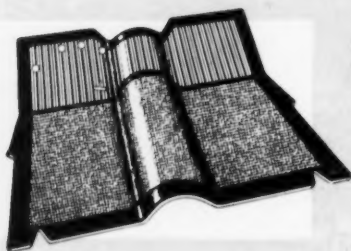
El Paso Warehouse Opens

A warehouse and zone sales office, containing 38,000 square feet of storage and shipping space for Chevrolet, Oldsmobile and Pontiac parts and accessories, has been opened by Chevrolet Motor Division at El Paso, Texas. Replacing a former building, the warehouse will serve dealers in western Texas, New Mexico and Arizona.

Sapulpa Dealers Organize

Fred Cowden of Standard Chevrolet has been elected president of the newly-organized Sapulpa (Okla.) Automobile Dealers Association. J. Klide Collier, Studebaker, is secretary-treasurer.

THE NEW *Armor-Flex* Contour FLOOR MAT..



**GETS INTO ALL
CORNERS**
FOR FULL FLOOR PROTECTION

**FITS LIKE
A GLOVE**
HUGS THE CONTOUR



**EARNs YOU
MORE MONEY**
JIFFY INSTALLATION



See Your Local
Jobber. Ask Him
About This
Completely New
Armor-Flex
Contour Floor
Mat and How
You Can Earn
Dollar Profits
on Every Sale

The Armor-Flex Contour Floor Mat is made-to-order for the busy garagemen. Why? Because it's designed to fit perfectly—and can be installed in a matter of minutes. A special process actually "pre-fits" and shapes the mat to accommodate the floor board contour of each individual make and model car. Holes are pre-punched—no fitting is required by you. No gaps or wrinkles appear. You simply take the mat out of the properly identified carton and presto: the mat "falls" into position—lies flat in every corner—fits snugly over the hump.

Doan MANUFACTURING CORP.
1761 LONDON ROAD • CLEVELAND 12, OHIO

With *Porto-Power* ... change from push to pull faster!

Before you buy...try this 5-second test

Yes, it takes less than 5 seconds to change from a "Porto-Power" general-type ram to a specialized "pull" ram. There's no time-consuming pumping back of the plunger. Only one hose. You pull with FULL power — and the same hose and pump serve both rams. And thanks to the "Porto-Power" principle, combinations are lighter, handier, more flexible.

Compare all hydraulic body jacks — and you'll buy Blackhawk. You change *faster* from push to pull set-ups. And, you'll WORK *faster* with the set-up when it's on the job!



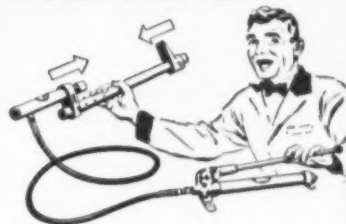
You can push or pull more ways, too!

Big money-makers in the body shop business know it's smart to equip with Blackhawk "Porto-Power." Why? Because, first, it's the *only* complete line of hydraulic body jack equipment — with rams and attachments for every body style. And, second, its push-or-pull features were designed with the advice and approval of professional body men. These differences mean lower initial costs . . . big-time savings . . . better work. So, go after the big money — equip with "Porto-Power"! See your Blackhawk jobber.

"Porto-Power" is the exclusive (trademark registered) product of Blackhawk Mfg. Co., Dept. P443, Milwaukee 1, Wisconsin.

BLACKHAWK®

and...PULL with a "PUSH" ram also



Sure, Blackhawk gives you specialized rams — one for pulling, others for spreading. But you can also get a full-power PULL with a general-purpose Blackhawk ram by using standard attachments. All Blackhawk rams are *single-acting*! With "Spec-D-Coupler" you can make a quick switch to any of these rams in 5 seconds!

FIRST
CHOICE
in over 90%
of all body
shops

PORTO POWER
IS PROFIT POWER

Remember . . . to spread, clamp, press, bend, push or pull — there's no substitute for "Porto-Power."

Bring Government Home!

(Continued from page 63)

the states acting as separate units. In the process any state has as much voice as any other state, regardless of their respective populations.

The other provision mentioned reads as follows: "No state without its consent shall be deprived of equal suffrage in the Senate." That provision, above any other in the Constitution, guarantees that we shall have a federal form of

government — that is, a government made up of a federation of states, and not a centralized national government. In the legislative processes carried on in the Senate, as in the ratification of proposed amendments to the Constitution, every state is equal with every other state.

The chief argument made in favor of this form of government, at the time the Constitution was being written, was that this country would expand, that it would grow in area and population, and that

only a federated government could survive such expansion and growth. The history of the past one hundred and sixty-five years certainly has proved the soundness of this contention.

If it had not been for these safeguards, our Government would have passed years ago under the control of a baker's dozen or so of the most populous states. Our Constitution and our Government have survived precisely because we have had a federated government, a federation of states.

Framers Foresaw Changes

There have been great changes in this country since the Constitution was adopted, certainly; but the greater the changes, the more apparent becomes the wisdom of the authors of the Constitution in making certain provisions inflexible.

In 1887, when our Constitution was a century old, the population of the United States had grown to sixty million people, or fifteen times the population of the country at the time the Constitution was adopted, and the number of states had increased from thirteen to forty-one. Those figures represent tremendous changes. But here we have gone on for another sixty-five years, with the population increasing by 150 per cent and with seven more states added to the Union, without making any fundamental change in our Constitution or in our form of government.

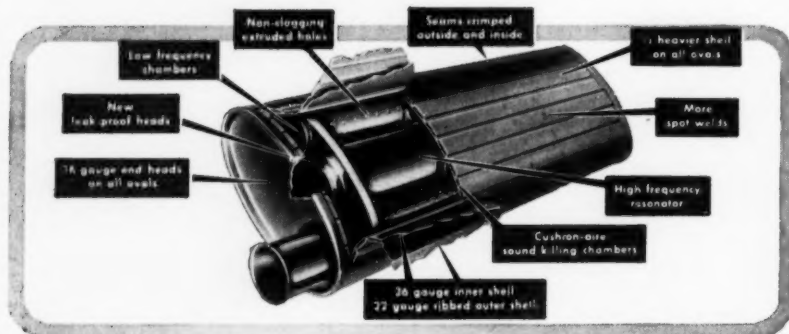
It is a weak case the Big Government proponents advance in support of their theory that the authors of the Constitution would have framed that document differently if they could have foreseen the great changes destined to take place in the United States. The framers of the Constitution did foresee change. They deliberately planned and worked to prepare the Union to meet change without its essential governmental structure being impaired.

The Constitution has been subjected to a terrific battering during recent years. It has been assailed as an obstacle in the path of progress. Its authors have been stigmatized as representatives of privilege. Those who hold an abiding respect for the letter and spirit of the Constitution have been labeled reactionaries. Those who have defended its principles have been termed "economic royalists" and "tories."

In spite of all this, however, the Constitution is still the Constitu-

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Your customers can't go wrong on Merit Mufflers because they are manufactured to original equipment standards or better. And you'll like them because they fit right—save you time and money on every installation.

With the Merit Line, you keep ahead with the latest muffler developments because Merit is backed by over a generation of engineering experience. The Merit Cushion-Aire, for example, is the modern muffler for modern engines. Its ribbed shell construction creates dead air spaces to eliminate tinny shell noises caused by today's high compression engines.

Investigate Merit today—learn about Merit's aggressive promotion and its many unusual advantages. Write Dept. 17-D.

MERIT

619 SMITH STREET
TOLEDO 1, OHIO

tion. Our Constitution, as drawn up in 1787 and as amended from time to time since then—by the states as separate units—is as much for today as it was for yesterday and will be as much for tomorrow as it is for today.

To the extent that Big Government has led us away from the basic doctrine that this Union is a federation of states, we must fight our way back.

In this fight, the states themselves are in a position of critical importance. Only by bringing government back home can we make certain that the individual and social and economic freedoms guaranteed to us by the Constitution remain in effect.

The states are the battleground on which we must fight to halt the powerful flow of governmental power to the national capitol. We may as well recognize that, regardless of which political party is in power in Washington, we shall have always with us those self-seeking or misguided men who want Washington to fill the role of that well-advertised soap powder which "does everything." It is up to those of us who hold to the traditionally American concept of states' rights to oppose the plans of these men, no matter in what high places they may be seated, no matter what their political allegiance.

States Have Responsibilities

Along with the assertion of states' rights there must be, of course an assumption of states' responsibilities.

It is vitally necessary that we get away from the idea of letting Uncle Sam do it. We must show less eagerness for handouts—of our money—from the Federal Government, for with the handouts inevitably goes control. We must vigorously and unceasingly resist efforts by any department of the Federal Government to encroach still further on our inherent rights as states; that, indeed, is our basic responsibility.

From my own experience in state government, I should like to add a cautioning thought that the seats of state government must not themselves become miniature Washingtons. The idea of bringing government home to the people should work downward as well as upward. Counties and municipalities within a state have their own rights in respect to local self-government. Those rights should be vigorously upheld and zealously

protected by the several state governments.

In working to bring government back home to the people, the states of this Union are simply performing a duty to their citizens and to their businesses and industries. That duty is to maintain the proper perspective as regards freedom of the individual and freedom of business enterprise.

For the individual units of this federation of states, ours is a time of challenge and of opportunity. We can realize the opportunity by

definitely meeting the challenge.

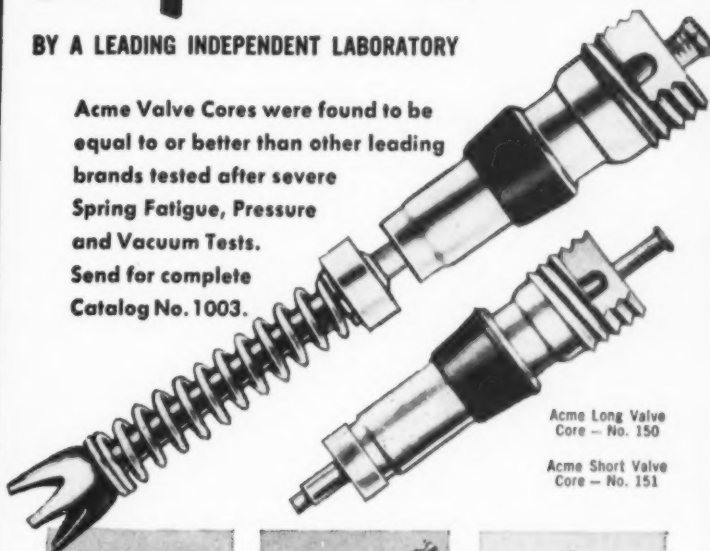
McNair Named in N. C.

John F. McNair, III, McNair Automotive Co., has been elected president of the newly-organized Scotland County (N. C.) Dealers Association. J. B. Hood, Hood Autos, Inc., is vice-president and A. R. Burgess, Burgess-Corbett Motors, Inc., is secretary-treasurer. Fred Kendall, Jr., is corresponding secretary and public relations chairman.

Report OF Tests

BY A LEADING INDEPENDENT LABORATORY

Acme Valve Cores were found to be equal to or better than other leading brands tested after severe Spring Fatigue, Pressure and Vacuum Tests. Send for complete Catalog No. 1003.



Acme Long Valve Core — No. 150

Acme Short Valve Core — No. 151



ACME VALVE CAPS
Precision-machined from solid brass. They're heavier, sturdier, more airtight.



ACME TIRE GAUGES
Rated among Top Two by leading testing organization. (Shown: No. 525 and No. 515)



ACME RUBBER VALVES
"Tempered" for extra toughness. Vulcanizing gum base insures secure bond.

ACME VALVE CORES

AND OTHER AIRLINE ACCESSORIES

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale St., Brooklyn 7, N. Y.

Three Vehicles Are Being Scrapped For Every Four Made, Polk Reports

PRODUCTION of motor vehicles in 1952 barely kept ahead of the scrappage of old cars and trucks. For every four new units placed in the hands of users during the year, three units were scrapped, according to a study just completed by R. L. Polk & Co., Detroit, compilers of automotive statistics.

While new-car registrations totaled 4,158,394 for the year just ended, 3,138,989, or 75.49 per cent, were scrapped.

In the truck field, with new-unit sales of 812,099, scrappage amounted to 531,835, or 64.26 per cent.

Total vehicle scrappage last year

amounted to 3,670,824, considerably higher than the 28-year average of 2,049,887.

The scrappage report underscores the importance of new-car and truck production high enough not only to counterbalance scrappage, but to make allowance for the accelerating increases in population, as well as increasing uses for motor vehicles.

Since the end of World War II, 14,269,229 vehicles have been taken out of service, including 11,729,670 cars and 2,539,559 trucks. With controls now removed, the industry is again in a position to supply essential transportation requirements this year.

When the Polk agency started to compile registration information in 1924, there were 17,476,254 cars and trucks on the road. During the following 28 years, 90,-541,850 new vehicles were put into use. Of this total 50,621,282 vehicles were surviving as of the end of 1952, while the aggregate scrappage in this period amounted to 57,397,822 cars and trucks.

GM '52 Taxes Reach \$1,107,000,000

GENERAL Motors Corp. paid total taxes of \$1,107,000,000 in 1952, including \$785,000,000 in United States and foreign income taxes. Excess profits taxes amounted to \$158,000,000.

Total taxes per dollar of net income were \$1.98, GM reported, and total taxes per share of common stock were \$12.69. For every dollar of payrolls, the firm paid 55 cents in taxes.

Sales and excise taxes collected by GM in 1952 amounted to \$472,000,000, bringing ascertainable taxes for the year to \$1,579,000,000. This is four and a half times the amount paid in dividends on the common stock.

Reo Motors Sales Hit New High

SALES of Reo Motors, Inc., during 1952 were at an all-time peak of \$156,469,000, a 38 per cent increase over the total for 1951, Joseph S. Sherer, Jr., president, reported.

* Consolidated net earnings were \$3,266,000, equivalent to \$6.63 a share on 492,355 common shares outstanding at the end of the year. This compares with net earnings of \$2,422,000 during 1951, the equivalent of \$4.92 a share.

One name that means
EVERYTHING for safe lubrication

SOUND YOUR Z
100% Pure Pennsylvania
PENNZOIL
Safe Lubrication

HydraFlo
AUTOMATIC TRANSMISSION FLUID TYPE A
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MOTOR OIL
SAFETY LUBRICATION

EVERY PROFIT OPPORTUNITY YOURS WITH PENNZOIL

Cash in on Pennzoil *quality* by selling the full line of Pennzoil products. Coast-to-coast acceptance of Pennzoil motor oil—the nation's fastest-selling premium oil—gives you a ready market for *all* Pennzoil lubricants.

You'll stock fewer brands, because you can meet *any* lubrication need with a Pennzoil product. You'll have less money tied up in inventory, because Pennzoil products sell *fast*. And you'll realize more *profit* through proved Pennzoil merchandising programs that develop more customers and keep them coming back.

Get the facts *now*! Contact your nearest Pennzoil distributor or write us for his name.

THE PENNZOIL COMPANY OIL CITY, PENNSYLVANIA

Aluminum Radiators for Cars Stand "Severe Service" Test on the Road

A NUMBER of all-aluminum radiators are now in experimental use under service conditions, according to a survey of automotive manufacturers by The Aluminum Association.

One large manufacturer now has 35 aluminum radiators in use in different parts of the country. These have been placed in territories where conditions might be most severe. All have been operating satisfactorily for over a year, with individual mileages ranging up to 30,000 and more, the association said.

One truck manufacturer has been using aluminum in radiator top and bottom tanks and side columns in the form of castings. Some of these have been in operation for about four years and no failures had been reported at the time of the recent survey.

Much of the research has been aimed toward developing the best method of fabrication for aluminum radiators. Experience gained with brazed heat exchangers used

extensively in aircraft has pointed toward a brazed assembly for automobile radiators.

A brazed aluminum radiator can be operated at all cooling-system pressures currently being considered, the association said. Progress has been made toward the efficient manufacture of brazed

aluminum radiators on a production basis.

Other possible methods of fabrication are also being investigated. One method includes soldering aluminum fins to aluminum tubes or to brass tubes. Developments now under way seem to make this system more feasible.

To test carburetors, Rochester Products Division of GM uses enough fuel in a year to make four theoretical round trips to the moon in a modern automobile.

Keep Fords Out Of His Future

A bad-check passer who is a fanatic for keeping his car in first-class condition may visit Ford dealers in the Missouri, Kansas, Oklahoma, Arkansas or Louisiana area, George H. Benjamin, executive secretary of the Arkansas Automobile Dealers Association, warned last month.

This man, who used the name of Steve Oliver, gave Crain Motor Co., Siloam Springs, Ark., a bad check as a down payment on a 1951 Ford Victoria with a blue body and gray top.

Oliver is described as 54 years old, 5' 6" tall, weight 215 pounds, brown eyes, ruddy complexion with freckles, gray hair but partly bald and with a small cyst at his hair-line. Since leaving Siloam Springs, where he worked for about a year, he is known to have passed bad checks at Drexel, Mo., and Oklahoma City, Okla.

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No. 11-6
"Salesmaker"
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DISPLAY IS FREE!
You pay only for these popular Yankee mirrors... MOUNTED ON DISPLAY

A COMPLETE MIRROR DEPARTMENT IN ONE PACKAGE!

Here's a completely "packaged" mirror department. The "Salesmaker" contains sufficient backup stock of Yankee's most popular mirrors to keep the display looking fresh and without "holes". Self-selling packaged stock is always attractive and clean.

You're safe when you see with

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write for catalog today.

PACKAGED BACK-UP STOCK
One of each in Yankee's famous 3-color boxes



No. 469N: 4" round clamp-on



No. 569N: 3 x 5 1/2" oblong clamp-on



No. 420: 4 1/2" round clamp-on or bolt-on

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- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

102 TWELVE PAGE BOOKLET IN COLOR—Illustrating two specialized materials for ODOR CONTROL in industrial housekeeping and plant sanitation work. Oakite Products, Inc., 22 52nd Rector St., New York, N. Y.

103 FOUR-PURPOSE AUTOMOTIVE CLEANER—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52nd Rector St., New York, N. Y.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

107 HOW PYROIL PROTECTS—a pamphlet describing in detail the way in which Pyroil protects the moving parts of engines. Pyroil Co., 122 Main St., La Crosse, Wis.

108 ATTRACTIVE FOUR-PAGE FOLDER showing specifications for several models of Oakite solution—lifting steam guns. Includes all purpose, heavy duty with high pressure air or steam. Oakite Products, Inc., 52nd Rector St., New York, N. Y.

110 THE PERFECT CROWN—Earle Estes Mfg. Co. is offering a 4-page booklet in color illustrating and describing how the CROWN original valve pad SILENCES clicking noise and LUBRICATES rocker arms in all valve in head engines. Earle Estes Mfg. Co., Union City, Ga.

112 CONTOUR SPACER RING—Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Weight Mfg. Co., P. O. Box 1063, Americus, Ga.

113 FEATHERTOUCH—colorful catalog sheets showing, with complete specifications, the "Feathertouch" valve seat grinders, Intheblok valve grinder, Universal Press and many other Winona products. Winona Tool Mfg. Co., Winona, Minn.

114 AUTOMOTIVE MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "truffles"—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 334 Cedar St., Owatonna, Minn.

115 THREE SERVICE MANUALS covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., 334 Cedar St., Owatonna, Minn.

117 SCHWAIGER'S NEW CLAMP LOCK NUT will hold like welded on old worn-out threads. It has been tested to stand 50 tons pressure. Can be removed without injury to threads and used over and over. You can get exact adjustment to bear-

ing since no key is needed. Tapered thread locks the nut. Schwaiger Mfg. Co., P. O. Box 154, Cullman, Ala.

118 IDLER ARM ADJUSTER—Descriptive literature about the D & V idler arm adjuster for center point steering assembly on 1949-52 Chevrolets. Eliminates Front-end noise, excessive wear on steering assembly, road shock and car weave caused by worn idler arm. D & V Mfg. Co., 1953 Bessemer Road, Birmingham, Ala.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 SAMPLE FABRIC BOOK—(Jobbers only) of the Horco plastic coated fabrics for custom seat covers. Waterproof, stainproof and flame resistant, they are available in wide variety of colors. Hodgman Rubber Co., Framingham, Mass.

121 "ARCWELL" restored crankshafts are guaranteed against defective workmanship, to be within mfrs. standard specifications, properly aligned and balanced, to never flake, loosen or part from parent metal. Write for 8-page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2917 Rozzelli Ferry Rd., Charlotte, N. C.

122 INSTRUCTION BOOK and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, 20-35th Ave., Rock Island, Ill.

123 PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventive and film pressure-resistant. Its use produces a smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124 McCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks, and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (63 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians, understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

132 AUTOMOTIVE SERVICE GUIDE—a practical & factual presentation of the use of Impacttools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Auto

service guide for Chevrolet and Ford now available. Ingersoll Rand Co., Phillipsburg, New Jersey.

134 STREAMLINER CATALOGS on Moog Coil action front end parts, coil springs, chassis parts and electrically heated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135 HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS—Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Mo.

136 McCORD MUFFLER CATALOG—Contains a complete listing of muffler, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

137 DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½ x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 SPARK PLUG SPECIFICATION CHART—covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Merchandising Division, Electric Auto Lite Co., Toledo, Ohio.

140 PRESSURIZED COOLING SYSTEM—servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

142 IGNITION—Catalog on Automotive ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 3205 Locust, St. Louis, Mo.

143 NATIONAL MACHINE LINE—New, fully illustrated pamphlet describing function and construction of National Drive Shaft Bushing and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission Case Ball Seat and Coleman Steering Compensator for Chevrolet Cars and Pickups and most G M C Pickups. Special Pinion Bearing Assembly for most Chevrolet, Buick, Olds and Pontiac models. National Machine Works, Inc., 1800 S. Broadway, Oklahoma City 9, Oklahoma.

145 HOW TO SOLDER—16 pages of practical hints on soldering. Non-technical and designed to assist with everyday soldering. Federated Metals Div., 120 Broadway, New York 5, New York.

146 CHAMOIS ROLLER—Complete literature showing the Speedy line of electric and manual chamois rollers, chamois and concentrated chamois cleaner. Speedy Mfg. & Sales Co., 523 N. Bivins, Amarillo, Texas.

147 COOPER PASSENGER CAR TIRES—A colorful catalog sheet showing the Cooper line of passenger car tires. Manufacturers Warehouse, Inc., 684 Spring St., N. W. Atlanta, Georgia.

148 CLUTCH CATALOG — A streamlined 54 page catalog (No. S-63) containing complete alphabetical listings of clutch sets, clutch plates, pressure assemblies, release sleeves, bearings, forks and flywheel pilot bushings for all popular makes of passenger cars and trucks. Accurate Parts Mfg. Co., 12435 Euclid Ave., Cleveland 6, Ohio.

150 ELECTRIC POWER DRIVE — Bulletin DH 397 contains complete information on the new Manley P D-8 electric power drive which now requires no power take-off. Gives the operator a movable push-button control to make a safe easy one-man job of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

151 "SELECT-O-CHART" — Illustrates 571 panels for late model cars, 1940-1951. The Select-O-Chart simplifies ordering and shows at a glance what panels to use and where they go. Schofield Mfg. Co., 1140 E. 93rd St., Cleveland 17, Ohio.

152 E-ZEE-ON DOOR REPAIR PANEL CATALOG — Illustrates the complete E-Zee-On line for most car models 1941-1953 both passenger car and trucks. Graver Industries, P. O. Box T 4637, Cleveland 35, Ohio.

153 SERVICE MANUAL 7K SPARK PLUGS — and how to properly service them is completely described in the new SERVICE MANUAL No. 7K now offered by Champion Spark Plug Co., 900 Upton St., Toledo, Ohio.

154 V-O CLEANERS — complete information on the new improved V-O line of cleaners, including V-G ZIP (heavy-duty steam cleaner) V-O TUFF (heavy-duty concrete cleaner) V-O ROY (concrete cleaner) V-O Gel (water conditioner). No cost or obligation for the complete Virginia-Carolina Information Literature. Virginia-Carolina Chemical Corp., Chemicals Division, 461 East Main St., Richmond, Va.

155 HITEGRADE BLUE — 32-page color folder showing how the Arco Color Bar enables any of 3000 color shades to be matched in a matter of minutes. Pictorially depicts the Color Bar illustrating its efficient and speedy operation. The Arco Company, 7801 Bessmer Avenue, Cleveland 37, Ohio.

159 CONNECTING ROD RECONDITIONING — bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small spaces on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

164 AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS — New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog A-164. Airtex Automotive Division, Inc., Fairfield, Ill.

165 MANLEY AUTOMOTIVE SERVICE STATION EQUIPMENT CATALOG — describes the new W-3FD 3-ton Wrecking Crane with electric power drive and other items in the Manley line including 4-ton and 6-ton wreckers, hydraulic presses, service jacks, motor stands, floor trestles, auto trestles, and tire spreaders. Manley Division, American Chain & Cable Company, Inc., York, Pa.

166 CYLINDER HEAD STOCK REMOVAL CHART — a handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

167 TOOL CHEST BULLETINS — Descriptive literature of the Huet tool chests and cabinets including the Huet Porta Cab designed for you to have rolling storage for tools. Huet Mfg. Company, 597 N. Wheeler Ave., St. Paul W4, Minn.

168 CRANKSHAFT GRINDER MANUAL — a colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 18-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 18-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

170 PARKO SERVICE MANUAL — containing detailed instructions for checking and servicing Hydra-Matic, Ford-

O-Matic, Merc-O-Matic, Ultramatic, Dyna-flow and Powerglide transmission fluid, also Chrysler Fluid Drive oil and Hudson clutch fluid. Park Chemical Co., 5974 Military Avenue, Detroit 4, Michigan.

171 FREE TRIAL OFFER of the revolutionary new hand cleaner, LANO-KREME. Fortified with Lanolin to remove grease, grime and paint. Requires NO WATER. Prepared especially for mechanics, repairmen and shopmen. Zep Mfg. Company, 840 Edgewood Ave., Atlanta, Ga.

173 HYDRAULIC PARTS — Complete master catalog of the complete line of hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brakemaster and wheel assemblies. Information complete up to 1953. Mc Automotive Corp., Middletown, Conn.

175 HOW TO MAKE MORE MONEY REBUILDING CARBURETORS — Describes, for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary "Hygrade Fingertip System of Carburetor Rebuilding." Tells how he can earn an extra \$9.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., 35-35 88th St., Long Island City 1, N. Y.

177 FILTERZONE VISION — Catalog sheets and literature showing complete line of Filterzone windshield visors and rear window shields. Filterzone Auto Vision Co., 641 Lexington Ave., Brooklyn 31, New York.

180 THE LAMSON NO. 80-A AUTOMOTIVE CATALOG — A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 88th St., Cleveland 3, Ohio.

185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS — A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

186 BATTERY SERVICE MANUAL — Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 981, Toledo, Ohio.

193 WIRE & CABLE CATALOG — A 24-page catalog covering every automotive use of electric wire and cable, complete with specification data. — Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

194 "WHAT'S NEW?" — The 1955 folder showing the Porter-Ferguson line of profitable power tools for body shop operations. H. E. Porter, Inc., 74 Foley St., Somerville 43, Mass.

195 CATALOG presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated text given in condensed form. Items are classified for quick reference. Catalog in Kalamazoo punched for filing. A separate page is devoted to a description of the various points of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

217 "SELECT-O-CHART" — Illustrates 571 panels for late model cars, 1940-1951. The Select-O-Chart simplifies ordering and shows at a glance what panels to use and where they go. Schofield Mfg. Co., 1140 E. 93rd St., Cleveland 17, Ohio.

263 HAND TOOL CATALOG NO. 58M — 84 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Britain Machine Company, Box 1550, New Britain, Conn.

267 AUTOMOTIVE BEARINGS — Catalog 80-28 — a 88-page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bearing Co., 340 S. Mills St., New Castle, Pa.

270 COOLING SYSTEMS, WHAT YOU SHOULD KNOW ABOUT THEM — 15 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 426 S. Michigan Ave., Chicago 5, Ill.

277 ELECTRICAL SWITCHES — The 1952 Cole-Hersee line consists of automotive switches, trunk and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Hersee Company, 20 Old Colony Avenue, Boston 27, Mass.

283 FACTS ABOUT IGNITION COILS — Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips at low speeds and many other things on ignition service. Schitt Mfg. Co., 343 East St., New Haven 6, Conn.

300 THE RICHLINE MFG. CO. has available for distribution a colorful and fully illustrated 28-page catalog of exhaust deflectors, rear view mirrors, inside door handles, clothes hangers, gas door guards and many other quality automotive accessories and parts. Richline Mfg. Co., 2410 Cottage Grove Ave., Chicago, Illinois.

304 ILLUSTRATED FOUR-PAGE COIL OR FOLDER — Showing the operation and construction features of the new Storm-Vulcan Turb Blast, a parts and motor block

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cleaner, with handy specification table. Storm-Vulcan Inc., 3335 Burbank St., Dallas 9, Texas.

305 KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE—A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also longthens bearing life. Storm-Vulcan, Inc., 3335 Burbank St., Dallas 9, Texas.

314 WAGNER BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as Co-MoX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 3503 Plymouth Ave., St. Louis 14, Missouri.

315 BETTER IGNITION by Delco-Remy—16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 3335 Burbank St., Dallas 9, Texas.

323 BRAKE Lining—A new 16-page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Brakes Corp., P. O. Box 846, New Castle, Ind.

332 CURVED WINDSHIELD INSTALLATION MANUAL—32-page book explains removal and installation procedures for curved safety plate windshields and Tufflex Plate Glass backlights. Well illustrated. Libbey-Owens-Ford Glass Co., Dept. 842, Nicholas Bldg., Toledo 2, Ohio.

335 POWER AND MANUAL LUBRICATION IN THE FIELD is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all newest types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 5708 Natural Bridge Ave., St. Louis 36, Mo.

337 FOLDER DESCRIBING RAY-LIFT PORTABLE PNEUMATIC AUTO LIFT—An attractive presentation of uses, specifications, and features of the Ray-Lift portable pneumatic Auto Lifts for Cars and Trucks. Ray Manufacturing Co., 518 Arlington Ave., Torrance, Calif.

345 HYDRAULIC BRAKE WALL CHART—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and

wheel cylinders, master and wheel cylinder repair kits, stop light switches and brake hoses. Eia Automotive Corp., P. O. Box 701, Middletown, Conn.

347 SHOCK ABSORBERS—A new shock absorber specification catalog, reduced to 5 pages, including complete alphabetical and numerical listings of shock absorbers for all makes and models of cars. Available through Monroe Warehouse Distributors and Jobbers or by writing direct to the Monroe Auto Equipment Co., Monroe, Mich.

348 LIGHTING ACCESSORIES—Catalog sheets on auxiliary switch panels, toggle push and slide switches, trunk and trailer switches, automotive electrical sockets, plus selling aids. Cole-Hersco Co., 54 Old Colony Ave., Boston 27, Mass.

350 MOBILE INFRARED OVEN—Technical Brochure describes Auto-Bake, Mobile Infra-red oven which dries cars to mirror like finish, granite like hardness in under 30 minutes. Shows profit possibilities from increased refinishing business. American Brakes Shoe Co., Kellogg Div., 97 Humboldt St., Rochester 5, N. Y.

363 MOTOR LIFE EXTENSION—A Tune-Up Digest plus periodic service bulletins on Fuel Pump testing and maintenance, Voltage Regulators and Ignition tune-up. Descriptive information on Fuel Pumps with the Lifetime Bannan Diaphragm, Fuel Filters and Ignition Parts. Motor Life Extension Institute c/o Kam Mfg. Company, 20-51 Wagarav Rd., Fair Lawn, N. J.

370 EMEROL MFG. CO.—Complete printed information on entire line: Marvel Mystery Oil, Marvel Lube Oil, Marvel Cylinder Oil, Hi-Ray Motor Tune-Up Oil. Shows uses, prices, descriptions, dealer information. Emerol Mfg. Co., 243 W. 69th St., New York 35, N. Y.

374 ELECTRIC WINDSHIELD WIPERS—New fully illustrated 26-page color catalog giving complete information on dual and single models. Also contains motor and parts cross reference chart and detailed application chart for both passenger cars and trucks. American Bosch Corp., 8884 Main St., Springfield 7, Mass.

379 TIME SAVERS—Catalog illustrating the many time saving uses of the new model portable, air operated Lee Rad Lift in your shop. Automotive Equipment Mfg. Co., 11000 B. Alameda St., Lynwood, California.

380 SOLVENT CLEANING—New fully illustrated 24-page Oakite booklet giving specific data and procedures for economical removal of carbon, grease, dirt and paint from metal surfaces. Oakite products Inc., 527 Rector St., New York, N. Y.

382 V BELTS—Full information and catalog on "Factory Fresh" V Belts, V Belt Displays, etc. Durbach-Wood Co., Dept. 845, 215 7th St. N. E., Minneapolis 13, Minn.

385 STEAM DETERGENT CLEANING—Fully illustrated folder in color, describing the time and cost saving of steam

cleaning in connection with industrial maintenance operations. Describes and defines the three simultaneous actions of steam detergent cleaning. Oakite Products, Inc., 527 Rector St., New York, N. Y.

389 'FACTS OF LIFE'—ENGINE LIFE—16-page booklet on common engine troubles and corrosion, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Casite Division, Hastings Manufacturing Co., Hastings, Michigan.

401 GASOLINE FILTER—Fully illustrated catalog inserts describing the Sparkler "Rayclean" gasoline filter. Cross section and installation photos show improved "no channeling" filter element. Can be easily installed in either horizontal or vertical position. No special fittings. Sparkler Mfg. Co., 189 Lake St., Mundelein, Ill.

404 NEW HOT SPRAYING METHODS for automotive refinishing described in booklet "The Hot Issue." Based on exhaustive research it gives both advantages, disadvantages and technical information derived from these tests. Martin-Renour Company, 2820 E. Quarry St., Chicago 8, Ill.

407 A B O'S OF SAFE PROFITABLE TIRE SERVICE—A 24-page book just published by Bowes "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casing repair techniques as well as reconditioning trade-ins for profitable results. Bowes "Seal Fast" Corp., 147 North Pine Street, Indianapolis 2, Indiana.

409 OTO PULLING TOOLS ADAPTED TO HYDRAULIC POWER—New Bulletin describing how the OTO "Power Twin" Hydraulic Puller with its "center hole" feature adapts itself to all OTO Pulling systems now in use. Illustrates methods for installing and removing. Also shows sets for conversion to hydraulic power, bench presses and the new "Hydratote" which brings tools to the job instead of job to tools. For free copy write Owatonna Tool Company, Owatonna, Minnesota.

410 NEW AIR BRAKE MAINTENANCE BULLETINS—Series of 6 bulletins each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

415 THE NEW DYN-A-LYNE—Colorful, 4-page bulletin describing the new Manabe Alignment machine that revolves the wheels to measure alignment under true driving conditions. Also provides precision setting of centered steering position, and toe-in adjustment with the new Tractoscope. Manabe Equipment Division, 185 N. Wabash Avenue, Chicago 1, Illinois.

416 TAIL PIPE REPAIR KIT—A 4-page color catalog describing the Quaker Heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 915 Whitman St., Montgomery, Alabama.

420 SIOUX TOOLS—Illustrated and descriptive condensed 18-page Catalog No. 100-D of SIOUX Portable Electric Tools for automotive repair and maintenance. Albertson & Company, Inc., 2100 Lowell Ave., Sioux City, Iowa.

422 FLAME TIP ILLUMINATED FENDER GUIDE—and the many other Santay literature sheets. Also contain visor, "Glow Knob", cigarette lighter, out-of-way clothes carrier, auxiliary sun glare shield, "Glamour Girl" wheel spinner "Bary Empty" ash tray and "2 in 1" key chains are beautifully illustrated in the new Santay literature sheets. Also contain specifications and prices. Santay Corp., 351 N. Crawford Avenue, Chicago 24, Ill.

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New PRODUCTS AND CATALOGS

650—Hydraulic Jack

A 1½-ton quick-service hydraulic jack, designed especially for the service floor, driveway and curb service, has been added to the line of Walker Manufacturing Co., Racine, Wis.

No. 857, as it is identified, is similar to No. 867, except that both ends are equipped with wide wheels



to provide greater load bearing, particularly on soft dirt and asphalt surfaces. "Blue Seal" power unit, overload protector, telescoping handle and self-levelling lifting cap are other features.

Want more info? Use coupon on page 118 and you will get it!

651—Hot-Rod Plug

A chrome-plated spark plug for hot-rod and sports-car enthusiasts, featuring the double-gap design with two side electrodes instead of the conventional single electrode, has been announced by Blue Crown Spark Plug Co., 1800 Winnemac Ave., Chicago 40, Ill.

The chrome-plated parts are said



to resist rust and corrosion. Insulator is of aluminum oxide for increased electrical resistance and heat con-

duction. The Chrome-X-Citer plug, as it is called, is said to give faster starting, smoother idling, greater fuel economy and longer gap life.

Want more info? Use coupon on page 118 and you will get it!

652—Leak Detector

A liquid leak detector for air-brake systems that is sprayed directly on connection or area to be tested is now available from Cargille Scientific, Inc., 117 Liberty St., New York 6, N. Y. If there is a small leak in the area sprayed, it will be indicated by a mass of small, lasting bubbles.

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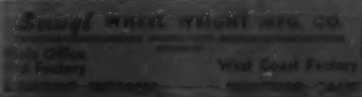
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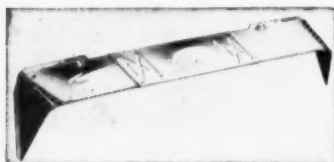
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653—Window Ventilator

A stainless-steel window ventilator, featuring three telescoping sections for better fit, has been introduced by Richlite Manufacturing Co., 2326 Indiana Ave., Chicago 16, Ill.

Four numbers are said to fit both front and rear windows of most current models of passenger cars. The



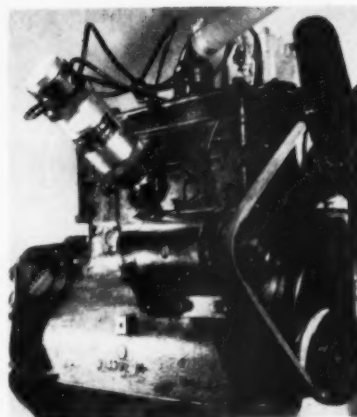
ventilators are easy to install, the manufacturer said.

Want more info? Use coupon on page 118 and you will get it!

654—Ignition System

An electrostatic ignition system that is said to produce the same high voltage at any speed, giving smoother idling and better performance at lower speeds as well as higher speeds, has been announced by Heckethorn Manufacturing & Supply Co., Littleton, Colo.

Differing in principle from the battery and magneto ignition systems now in general use, the static electricity system eliminates coils, con-



densers and breaker points and has a self-contained generator. It is said to assure instant starts under moist and cold conditions and to make spark plugs operate efficiently for much longer periods of time.

Want more info? Use coupon on page 118 and you will get it!

655—Truck Mufflers

A line of heavy-duty truck mufflers and accessories, said to fit most gasoline and diesel trucks with exhaust systems up to and including 4", has been introduced by The AP Parts Corp., Toledo 1, Ohio.

The mufflers have "offset-through" design and the inner tubes have non-clogging extruded holes, the manufacturer said. Design of the resonating chambers is said to give quieter operation. The mufflers are of all-welded steel construction with precision-fitting nipples. Accessories include all clamps, brackets, pipes and cages needed for installation.

Want more info? Use coupon on page 118 and you will get it!

656—Brake Manual

A 44-page brake service guide for fleet maintenance and truck service has been issued by Raybestos Division, Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport, Conn. The illustrated manual features fundamentals of brake service, uses of oversize blocks and roller cam followers and brake equalization for popular brakes used on trucks, trailers and buses.

Want more info? Use coupon on page 118 and you will get it!

657—Self-Cancelling Switch

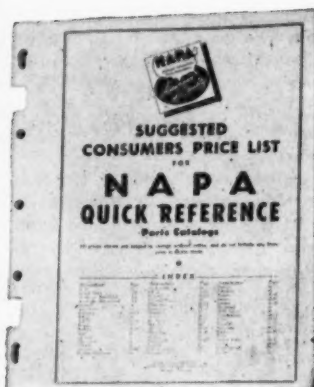
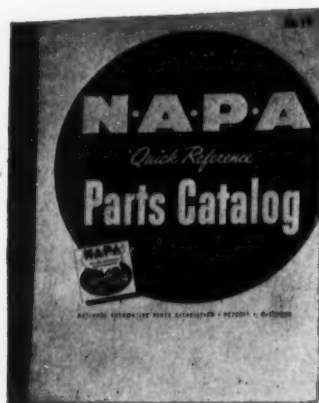
An improved switch for its passenger-car turn signals, operating on a rubber-wheel principle that self-cancels on a turn of 25°-30°, has been introduced by Yankee Metal Products Corp., Norwalk, Conn.

The "Wheel-O-Matic," as it is called, has both an audible click and built-in flashing pilot light. Finished in gray baked enamel and chrome, the switch attaches to the steering column with a notched steel band that is said to give proper amount of pressure on the steering hub by the rubber wheel. The switch is packaged individually and in turn-signal conversion kits.

Want more info? Use coupon on page 118 and you will get it!

IF YOU USE OR SELL AUTOMOTIVE PARTS

You need these books



The NAPA QUICK REFERENCE Parts Catalog and CONSUMERS' PRICE LIST are designed for you who retail or use replacement parts.

You will use this Catalog many times each day for model data, manufacturers' interchange numbers and parts listings for popular makes of automotive vehicles. The Price List is a listing of the most popular parts with the suggested consumers price.

This 17th Edition of this Service brings the total up to more than 225,000 copies sold.

See Your N. A. P. A. Jobber for this valuable service

CUE CATALOG COMPANY • WICHITA, KANSAS

658—Alignment Wrenches

A set of wrenches for handling caster and camber adjustments on late models of Ford, Chrysler and General Motors cars has been announced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.



The sets are available in a colorful counter display that holds six sets. The wrenches are of heat-treated alloy, chrome plated for extra wear.

Want more info? Use coupon on page 118 and you will get it!

659—Pressure Warning

An air-pressure warning device for vehicles using air-brake systems that warns the driver when pressure drops below 60 lbs. has been introduced by the Instrument Division, Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.

The switch closes a circuit that either lights a red lens mounted on the dash panel or sounds a buzzer. The device is installed by connecting a "T" fitting into the air line leading to the panel gauge, preferably at the tank connection.

Want more info? Use coupon on page 118 and you will get it!

660—Exhaust Deflector

An exhaust deflector, featuring a large underside opening with baffle for extra performance and a 1 1/4" Stimsonite jewel for appearance, has



been announced by Richlite Manufacturing Co., 2326 Indiana Ave., Chicago 16, Ill.

The extension is of 18-gauge steel tubing and is finished in chrome plate. A universal clamp gives easy and permanent attachment.

Want more info? Use coupon on page 118 and you will get it!

661—Signal Lamps

A line of Class A, Type I directional-signal lamps, featuring thin bodies, a swivel base and lucite lenses, has been placed on the market by Yanktee Metal Products Corp., Norwalk, Conn.

The base permits truckers to mount lamps at a point either in front of or behind the high point of the curved surface of the fenders, if they wish. The head can be fixed parallel with the road even though the base of the lamp is mounted at a considerable angle. The lucite lens does away with the need for reflectors, permitting a thinner lamp. The lamps are available in both double-faced and single-faced types.

Want more info? Use coupon on page 118 and you will get it!

662—Wire Wheels

Wire-spoke wheel assemblies, in 15" and 16" sizes to fit Fords, Chevrolets, Dodges, Plymouths and many other cars, have been placed on the market by Blackstone Manufacturing Co., 4630 W. Harrison St., Chicago 44, Ill.

The units have a bright chrome finish and are easy to attach, the manufacturer said. They reportedly retain their appearance for a long period.

Want more info? Use coupon on page 118 and you will get it!

Don't take just ANY brand of SOLDER ... here are the reasons why

There is a theory that a man who specializes in mousetraps will build better mousetraps than the one who makes merely wood or metal products. This is the narrow view of the self-conscious specialist.

Others say, "Specialists are those who know more and more about less and less," which invites the conclusion that the greatest specialist of all must be he who knows everything about nothing.

Federated believes that the hundreds of products of non-ferrous origin have a basic family resemblance, and that the more we know about all, the more we know about each. Thus lead is found with silver and antimony, and copper and tin are found with iron. These various elements and others must be separated and refined, or in some cases, discarded. Then, re-combined in different ways, sometimes alone, sometimes with other non-ferrous ingredients, they make brass, bronze and aluminum ingot; solders and type metals; die casting alloys, lead products and bearing metals; anodes for plating and for cathodic protection.

Federated's competent organization of scientists and technicians, its widespread field force of servicemen, and its network of qualified distributors, are unified under the central policy of producing a brand of top-quality products and making these products most useful to every customer from the smallest to the largest.

We count it an advantage to you, and to the jobber from whom you buy, that Federated's organization is big enough to specialize in quality control and service from the depths of the mine to the user's shop. It is one of the reasons that the Federated brand is known as coming from "Headquarters for Non-ferrous Metals."

Federated Metals Division

AMERICAN SMELTING AND REFINING COMPANY

120 BROADWAY, NEW YORK 5, N. Y.

In Canada: Federated Metals Canada, Ltd., Toronto, Montreal



Aluminum and Magnesium, Babbitts, Brasses and Bronzes, Anodes, Die Casting Metals, Lead and Lead Products, Solders, Type Metals

663—Wheel Balancer

A caster-mounted wheel balancer that can be rolled out so customer can watch wheel-balancing operation or pushed into a corner when not in use has been placed on the market



by Manbee Equipment Division, 185 N. Wabash Ave., Chicago 1, Ill.

Flashing lights indicate amount and location of dynamic unbalance in a way that customers can understand. Casters can also be obtained to convert Balance Masters now in use to portable service.

Want more info? Use coupon on page 118 and you will get it!

664—Arm Adjuster

An idler arm adjuster for Cadillac, Oldsmobile, Pontiac and Packard, said to take slack out of idler arm and reduce road shock and car weave, is now being marketed by D & V Manufacturing Co., 1953 Bessemer Road, Birmingham, Ala.

Built-in safety factor prevents the idler arm assembly from coming apart while car is in motion should the idler arm bushing become dangerously worn, the manufacturer said.

Want more info? Use coupon on page 118 and you will get it!

665—Fittings Assortment

No. 222 stock of brass fittings, containing 155 fast-moving numbers in transparent bags, has been placed on market by E. Edelman & Co., 2332 W. Logan Blvd., Chicago 47, Ill. Rec-



ommended by the manufacturer as a starter or "fill-in" assortment, the fittings are packed in a plastic box that may be used as a trinket box, desk accessory or cigaret box.

Want more info? Use coupon on page 118 and you will get it!

666—Disc Brakes

Self-energizing double-disc brakes, said to need no relining during the average life of a car, have been announced by Auto Specialties Manufacturing Co., St. Joseph, Mich.

When brake pedal is depressed, steel balls roll up "ramps" to force discs apart and bring the lining into contact with the disc housing for positive stops. The brakes are of aluminum and are smaller and lighter than conventional types. They are said to resist fading and to reduce the chance of skidding. An illustrated booklet called "The Stopping Story" is available to give additional details on the brakes.

Want more info? Use coupon on page 118 and you will get it!

667—Chain Wrench

A chain wrench for work in corners and close places where a pipe wrench cannot be used, available in a counter-display package, has been announced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.



The wrench has a capacity of 5/8" to 4 1/2" and reportedly takes the place of five pipe wrenches. It is said by the manufacturer to work on any shape.

Want more info? Use coupon on page 118 and you will get it!

668—Fire Extinguisher

A 1 1/2-quart fire extinguisher of the carbon-tetrachloride type, said to meet current ICC requirements for trucks, tractors and buses carrying more than eight passengers, has been introduced by Yankee Metal Products Corp., Norwalk, Conn.

Identified as No. 1104X, the unit is a pump-type extinguisher that reportedly throws a 25' to 30' stream. It comes with its own mounting bracket for simple installation.

Want more info? Use coupon on page 118 and you will get it!

669—Washer Fluid

A windshield-washer fluid that is said to be especially effective for removing bug spatter has been announced by Automotive Solvents and Specialties, Inc., 22700 Harper Ave., St. Clair Shores, Mich.

Vizo, as the fluid is called, retards freezing in winter weather, the manufacturer said. It is packaged in disposable plastic envelopes containing enough fluid for a jarful of water. User snips the corner of the envelope and pours fluid directly into washer jar.

Want more info? Use coupon on page 118 and you will get it!

670—Dual Charger

A dual-voltage fast charger, designed to charge a 6-volt battery at 80 amperes or less and a 12-volt battery at approximately 40 amperes, has been introduced by Baldor Elec-



tric Co., 4353 Duncan Ave., St. Louis 10, Mo.

The time switch automatically shuts down the fast charge to a "soaking" charge when it runs to an "O" position. The unit includes an ammeter and weighs approximately 30 pounds.

Want more info? Use coupon on page 118 and you will get it!

671—Light Reel

A reel for trouble lights that locks at any desired length within the full extension has been announced by Cordomatic Division, Vacuum Cleaner Corp. of America, 5600 Greene St., Philadelphia 44, Pa.

The unit is suitable for ceiling mounting with 360° rotation or wall mounting with 180° rotation. It has a standard 20' extension, with 25' and 40' extensions also available. Reflector guard opens easily for bulb changing. Cord is covered with neoprene to resist oil and moisture.

Want more info? Use coupon on page 118 and you will get it!

672—Oil Feed Line

No. 642 universal upper and lower oil feed line for Plymouth, Dodge and DeSoto 1936-52 and Chrysler 1936-42 is now available from Champ-Items,



Inc., 6191 Maple Ave., St. Louis 14, Mo.

The oil feed line is made of copper with brass fitting attached. It replaces two numbers, a long and a short.

Want more info? Use coupon on page 118 and you will get it!

MARVEL keeps

NEW CARS NEW LONGER...

USED CARS IN USE LONGER...



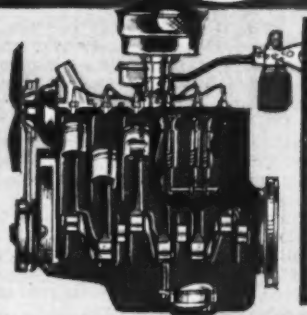
Profit-minded dealers and repair shops know the best advice they can give a customer is to suggest Marvel in the crankcase and gas tank.

Whether he has a new car or used car, it's advice a driver can hear in the hum of his motor... feel in the smooth, powerful thrust of his car.

For Marvel really registers — in the increased mileage a man gets out of his car per gallon... in the lower service charges he shells out at inspection intervals.

Moral: There are times when talk pays off in repeat business. These are the times you talk up Marvel Lubrication Service.

**FOR MORE PROFITS —
PUSH MARVEL MYSTERY OIL
AND THE MARVEL INVERSE OILER**



Marvel in the crankcase lays a strong, heat-resistant film of oil on all moving parts... eliminates hydraulic valve clatter... provides ring seal... cleans, cools and protects bearings and vital upper cylinder regions. The car runs for many more engine miles per dollar.

Install a Marvel Inverse Oiler for direct lubrication to the heart of the engine. Feeds in direct proportion to horsepower curve through inverse ratio to manifold vacuum. No other oiler works on this principle! Fully adjustable. Easy to install. Fully guaranteed.

Your jobber can supply you, or write:
EMEROL MANUFACTURING CO., INC.
Dept. 164, 242 W. 69th St., New York 23, N. Y.



673—Tool Display

Revolving pedestal displays that are said to permit display of a complete tool department in four square feet of floor space have been announced by J. H. Williams & Co., 400 Vulcan St., Buffalo 7, N. Y. They are available in four sizes to hold from three to eight 24" by 30" display panels.

Want more info? Use coupon on page 118 and you will get it!

674—Foreign-Car Bearings

Replacement engine bearings for popular English automobiles are now available from Clevite Service, Inc.,

6545 Carnegie Ave., Cleveland 3, Ohio, Main and connecting-rod bearings are available for Austin, English Ford, Hillman, M.G., Morris, Standard and Vauxhall.

Want more info? Use coupon on page 118 and you will get it!

675—12-Volt Lamps

A line of miniature and sealed-beam lamps for cars with 12-volt ignition systems has been announced by Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J.

The miniature lamps include a dome light, fog and signal lamp, tail and stop lamp and a turn-signal and back-up lamp. The sealed-beam

lamps include spot lamp, fog lamp in clear and amber, headlamp and hand spot lamp.

Want more info? Use coupon on page 118 and you will get it!

676—Diesel Booklet



"What You Should Know about Diesel Engines," a booklet that shows with diagrams and non-technical languages just how the diesel engine works, has been issued by P&H Division, Harnischfeger Corp., Crystal Lake, Ill. The pocket-size booklet traces the development of the diesel and reports recent advances in diesel design.

Want more info? Use coupon on page 118 and you will get it!

677—Body Compounds

Metal cleaning and sealing compounds developed by Kaiser-Frazer Corp. for body finishing are now being marketed by Cook Paint and Varnish Co., 3301 Bourke, Detroit, Mich.

Want more info? Use coupon on page 118 and you will get it!

678—Coin Holder



A plastic coin holder that clips onto sun visors of automobiles to hold the correct change for parking meters has been placed on the market by World Wide Plastics Corp., 1 North LaSalle St., Chicago 2, Ill.

Shaped like a parking meter, the device holds three pennies or dimes and three nickels. A red flag shows when the holder is empty. Available on individual cards or in sets of 12 on a display card, the holders are available for resale or with name imprinted for use as premiums for customers. The holder is 5" long, with handy clip.

Want more info? Use coupon on page 118 and you will get it!

679—Skid Control

An anti-skid device for cars, said to minimize dangerous and sudden car swerves, has been announced by Dieterich Products Corp., Michigan City, Ind.

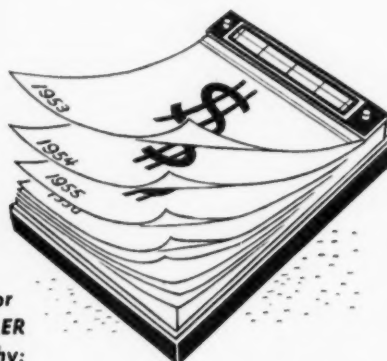
The Kar-Stat, as it is called, has a balanced floating weight on spring-loaded chrome-alloy steel bearings. It is mounted on the rear frame cross member. When the car moves in a straight line, the floating weight remains in a "neutral" position. When car skids or sways, the force set up by the car is off-set by the opposing force of the weight moving in an opposite direction, it was said.

Want more info? Use coupon on page 118 and you will get it!

Both Today
And Tomorrow . . .

YOUR PROFITS ARE GREATER WITH PORTER!

Right now profit opportunities for the PORTER AUTHORIZED DEALER are greater than ever. Here's why:



A PROFITABLE MUFFLER MARKET

According to reliable estimates, 16 million cars in 20 Southern States will need their mufflers replaced this year. Valued at \$128 million in potential retail muffler sales, this profitable muffler replacement market, the richest in the automotive field, will be yours as a PORTER AUTHORIZED DEALER.

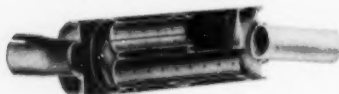
GREATER PREFERENCE FOR PORTERS

More than ever before, car owners want extra power, higher efficiency, and better gas mileage from their cars. With Porter Mufflers cutting back pressure 71% at normal driving speeds, providing up to 33% more power, and 17% less fuel consumption . . . more and more motorists are turning to Porter Mufflers . . . the leading name in mufflers for nearly a Quarter-Century!



PORTER STEEL-PACK MUFFLER

"Straight-Through" type. Dense, 100% shredded steel pack cuts out harsh, unpleasant noises. Sturdy steel shell. Lasts 2-5 times longer than ordinary mufflers.



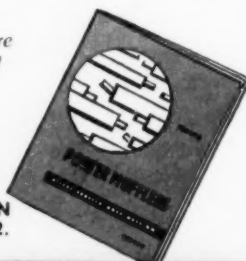
PORTER HOLLYWOOD MUFFLER

"Echo Chamber" type. All-new design cuts "back-pressure" to a minimum, while smoothing sound waves to a soft, powerful purr. Lightweight yet extremely durable

THE NEW PORTER DEALER-DISTRIBUTION POLICY

Right now, Porter offers carefully selected dealers more profit-making support than ever before. If you can qualify as a PORTER AUTHORIZED DEALER you receive extensive dealer aids, positive dealer identification, powerful merchandising displays, and effective sales literature. Aggressive advertising in leading national consumer magazines builds consumer preference. A sensible discount system brings you real profits.

WRITE TODAY FOR COMPLETE DEALER INFORMATION AND YOUR FREE PORTER CATALOG. ASK FOR KIT MA2.



PORTER MUFFLER MFG. CO., Inc.
11820 W. Olympic Blvd., Los Angeles 64, Calif.



Eugene W. Thrasher (top photo) has been appointed manager of the Greensboro, N. C., region of Dodge Division. He succeeds James R. Davis (lower photo), who has been assigned to the staff of Chrysler Corp.'s jet-engine project in Detroit. A native of Bell Ellen, Ala., Thrasher held sales and automobile financing positions in Birmingham, Ala., before joining Dodge in 1948. For a time he was Dodge district manager at Atlanta.

Petroleum Reserves Hit All-Time High in '52

PROVED reserves of liquid petroleum and natural gas rose to all-time peaks in 1952. Substantial increases were made in both categories, which means that petroleum and natural gas were added to known underground stocks in spite of record-high production.

The American Petroleum Institute and the American Gas Association made this announcement in their annual report on the status of the nation's proved reserves. These reserves represent the known supplies buried in the ground, the location and extent of which have been established by the industry's continuous drilling program.

Proved reserves of liquid petroleum went up to 32,900,000,000 barrels by Dec. 31, 1952, an increase of more than 764,000,000 barrels over the 1951 peak.

Liquid petroleum output amounted to 2,500,000,000 barrels in 1952, an increase of 60,000,000 barrels over 1951.

Exploration of areas where oil is likely to be found is continuing.

McDaniel of Houston Dies

Daniel B. McDaniel, owner of the D. B. McDaniel Cadillac Co., Houston, Texas, died recently in Los Angeles, Calif., where he and his wife were spending the winter.

He had been in business in Houston for 20 years.

Brown Heads Texas Deal

Byron B. Brown, formerly a partner in Rountree-Brown Motors, Inc. (Oldsmobile), Houston, Texas, has become sole owner and the firm name has been changed to Byron Brown, Inc. He entered the automotive business in Houston in 1922 and has been identified with Oldsmobile for 18 years.



Protect the tools of the trade
with a **HUOT TOOL CHEST**

- Made by mechanics—for mechanics
- Snappy, streamlined appearance
- Shop data chart; job card clips
- Drawers flock-lined for protection
- Man size handles; built-in locks



Model 100

Seven of the eleven drawers are lined to take good care of your precision gauges and tools. Note the special drawer to handle your quarter inch hand drill . . . and the handy Tote Tray. A Huot Chest is a professional-looking job all the way through . . . and built to stand up under heavy abuse. Bright plated hardware . . . 2-tone hammerlin baked enamel finish . . . oil and grease resistant—just wipe it off to keep it clean. 18 3/4 x 26 x 12".

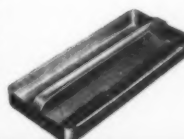
For easy movability, it fits nicely atop a Model 250 Porta-Cab. Ask your jobber or write for bulletin on Huot Tool Chests and Cabinets.

HUOT MFG. CO.

587 N. Wheeler Avenue
Saint Paul W4, Minnesota



Model 101 Chest



301 Tote Tray



250 Porta-Cab

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Write for bulletin.

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Radioactive Tetraethyl Lead Helps Researchers Study Engine Deposits

USE of radioactive tetraethyl lead is helping scientists learn more about the causes of engine deposits and exactly when and where deposits are formed, according to E. I. du Pont de Nemours & Co., Inc.

The new method involves adding the radioactive lead to the gasoline for only a short time during the experiment. An X-ray film is placed on top of all the deposits that have accumulated. The small amount of radioactive deposit, produced during the short time the radioactive lead was in the gasoline, actually photographs itself.

"The study of combustion chamber deposit formation is very difficult since no direct method is known for following the formation at the time it is occurring," said Dr. Harold P. Landerl of Du Pont. The new technique makes it possible to observe the formation and removal of deposits during a relatively short time.

Previous studies had shown that after many hours of engine operation relatively large pieces of the deposit flaked off. The experiments with radioactive tetraethyl lead now have shown that much smaller particles of deposit are breaking off all the time that the engine is running.

These small particles are melted

as they fly through the burning gasoline. They then stick to another part of the cylinder, in much the same way that a snowball sticks when thrown against a wall. This transfer of deposits within the engine plays an important part in both deposit formation and scavenging, Landerl said.

By learning more about the formation of engine deposits, scientists hope to discover how to reduce such deposits, giving more efficient operation.

Packard's Earnings Rise

Earnings of \$5,618,263, equal to 39 cents a share, have been reported by Packard Motor Car Co. in 1952, compared with \$5,594,060 in 1951. Sales and other incomes were \$233,737,020 in 1952, compared with \$178,168,319 in 1951.

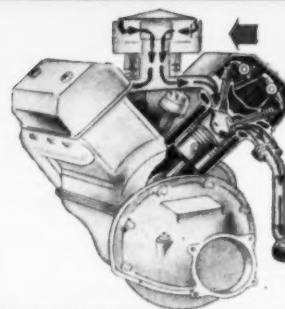
They'd Rather Watch Than Ride Around

Used-car dealers in Roanoke, Va., were blaming slow sales on television and on women, of all things, last month.

Several used-car salesmen reported that while they had men come in and inquire about a car, they failed to make sales because wives wanted television sets instead. The effect has been felt most in the sale of lower-priced cars in that area, they said.

But with the coming of warm, sunny days, they expected the old urge to hit the road would be felt again and sales would rise.

The Secret of Today's HP is Don't Strangle Them—Insist On

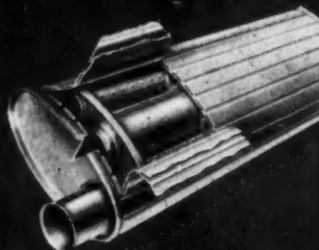
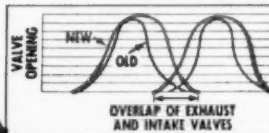


FOR EXTRA HORSEPOWER
TODAY'S ENGINES **INHALE**
FASTER, DEEPER...

...AND MUST **EXHALE**
FASTER, QUIETER

TODAY'S BETTER BREATHING ENGINES NEED BETTER BREATHING AP MUFFLERS

Exhaust and intake valves are open longer at the same time, thus causing tremendous "run-down" noises creating new muffling problems—which have been solved by AP engineers.



Now exhaust problems of today's better breathing engines are solved by better breathing AP Mufflers. "Fenced-in" silencing (use of air spaces between shells) absorbs new shell sounds; noises caused by bigger exhaust valves are quieted by more high frequency tuning; sounds due to longer opening overlap between intake and exhaust valves are silenced by improved low frequency chambers.

More *horse* power
More *sales* power

with **AP**

Cooling Method Speeds Rubber Production

A WAY to make cold GR-S synthetic rubber in about 20 minutes, compared to the 12- to 14-hour production rates now being widely used, has been announced by the Naugatuck Chemical Division, United States Rubber Co.

Removal of heat, Naugatuck scientists said, has always been the limiting factor in speeding up synthetic-rubber reaction time. It

is generated during the process and the faster it can be carried away, the faster synthetic rubber can be made.

Conventional synthetic-rubber production utilizes a special type of chemical-processing equipment called a reactor which looks something like a huge kettle. In the new process, the kettle-like reactor is discarded and substituted in its place is a heat exchanger, which is a kind of chemical refrigerator.

This heat exchanger consists of

a series of grooved plates separated from each other by thin metal sheets. During the pilot plant runs, synthetic rubber ingredients were pumped through one side of the assembly at the rate of about one gallon per minute. A coolant, similar to methanol anti-freeze, was pumped through the other side at the same time and at about the same rate. The synthetic rubber ingredients and the coolant were separated only by the thin metal separator sheet between plates.

Heat generated by the chemical reactions which take place in the synthesis of the rubber was quickly dissipated by the coolant. The resulting liquid synthetic rubber latex was then converted into solid form by conventional methods.

Plastic Production Model Announced by Chevrolet

THE Chevrolet Corvette, a sports car with a fiber glass body, will go into production in June, it has been announced by T. H. Keating, general manager of Chevrolet Motor Division.

"We expect to build 300 in the 1953 model year, with a substantially increased volume in the 1954 model year," he said. Keating said the price would be announced when the car goes on sale.

The two-passenger car, powered by a 160-horsepower "Blue Flame" engine and driven through a Powerglide automatic transmission, was first exhibited at the GM Motorama in New York in January.

The body of plastic-impregnated fiber glass is 33" high. Keating said he did not expect the plastic to replace steel for mass production bodies of other models but he predicted that it would find increasing use in the industry.

30,000 Attend Car Show At Hutchinson, Kansas

ABOUT 30,000 attended the recent automobile show sponsored by dealers at Hutchinson, Kan.

"Based on the population of Hutchinson—35,000—I doubt if any other show in the United States will have as high a percentage attendance figure," said J. M. O'Mara. "The success of this first show without special exhibits or special cars has encouraged us to begin making plans for next year."

Better Breathing Engines! AP Better Breathing Mufflers

Power in today's engines has been increased principally by using a larger air-gas mixture—in other words, by deeper breathing.

But this creates new problems of exhaling or exhausting. The larger amount of faster moving gas bangs into the muffler with a loud rap. At the same time, bigger exhaust valves open with a boom. Finally, a longer overlap between the opening of intake and closing of exhaust valves adds more noise.

But AP engineers, working in cooperation with car factories, have the answer—a better breathing muffler which exhausts the increased air-gas mixture faster, quietly and with less back pressure.

Shell noises are reduced by "fenced-in" silencing—ribbed shells which create sound deadening air spaces between shells. "Boom" due to bigger exhaust valves is quieted by short chambers between an inner and intermediate shell. Sounds due to longer valve overlap are silenced by larger, better positioned low frequency chambers.

Today's better breathing engines need these better breathing AP Mufflers. Contact your AP jobber now.

THE AP PARTS CORPORATION
1782 AP Building • Toledo 1, Ohio
Manufacturers of: MUFFLERS • PIPES • MIRACLE POWER • dgl 123



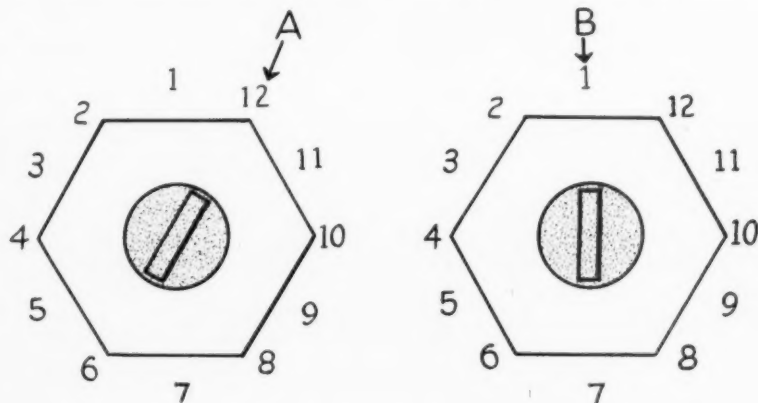
GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

Adjusting Thrust Pad On the Ring Gear

SOME mechanics don't know just what the 1/12th turn is that is specified when adjusting the ring gear thrust pad. Here is the method we use to get it exact:

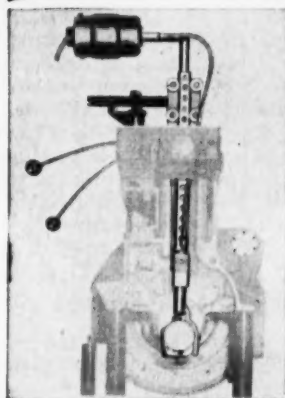
Tighten the screw until the bronze tip lightly engages the back of the ring gear. Turn back nut until it lines up with the screw head as shown in "A" in illustration. Hold nut with wrench and



back off the screw as shown in "B." Hold screw in this position and tighten lock nut. This gives

the correct clearance.—H. D. Puryear, Grocers Baking Company, Owensboro, Kentucky.

IN-THE-BLOK Crankshaft Grinding is FAST-ACCURATE-PROVEN!



WI-TO-CO OVERHEAD GRINDER

The IN-THE-BLOK Crankshaft Grinder is a dependable precision tool for grinding rod journals without removing the crankshaft from the engine. With it you can do accurate work, quickly, at a reasonable price and with good profit. Grinder complete in carrying case with stabilizer and rear wheel drive—\$446.34. Lathe attachment for using grinder in lathe to grind both main and rod journals—\$46.29. Crankshaft Grinding Stand with electrically operated reversing transmission. Stand only—\$770.09. Complete with 2 grinders and one drive—\$1423.54.

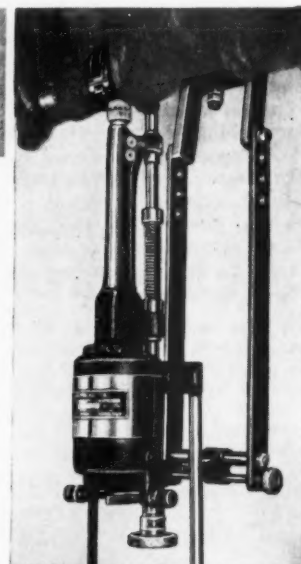
The new WI-TO-CO Overhead Crankshaft Grinder grinds all journals through the cylinder hole from the top. It is not intended to take the place of the IN-THE-BLOK grinder but rather to be used for the front throws on late models where obstructions prevent, or make difficult, grinding from below. Price \$658.95.

The new WI-TO-CO Fly-Wheel Drive bolts on in place of the starter and drives the motor on any Dynaflo, Hydromatic, etc., Priced \$83.95.

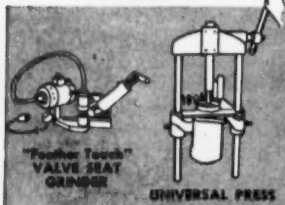
Export office: 238 Main St.
CAMBRIDGE, MASS., U. S. A.

WINONA TOOL MFG. CO.

WINONA, MINN., U. S. A.

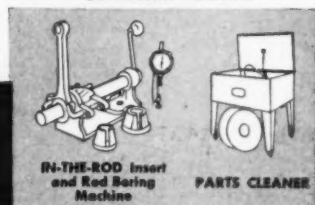


IN-THE-BLOK CRANKSHAFT GRINDER



"Feather Touch" VALVE SEAT GRINDER

UNIVERSAL PRESS



IN-THE-ROD Insert and Rod Boring Machine

PARTS CLEANER

Installing Signal Lights On Truck Front Fender

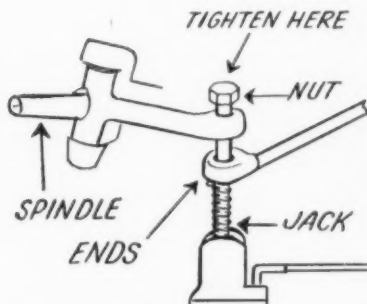
WHEN installing directional lights on truck front fenders, it is hard to hold the light and tighten the nut because the threaded part of the light usually is coated with paint.

To overcome this, I keep an old oil can of the pump type filled with paint thinner. I squirt this on the threads that are covered with paint to cut the paint and also act as a lubricant. This will work when installing any new accessories that have paint on the threaded portions. — *R. Courtney Burdick, Doran Chevrolet, Dallas, Texas.*

When Reinstalling Tie Rod End

WE USE this method for reinstalling the same tie rod end on a car after it has been disassembled for some purpose such as oil pan removal:

If the nut won't tighten without the ball seat bolt turning, place



PLACE JACK UNDER BALLSEAT SO NUT CAN BE TIGHTENED

jack under ball seat as shown in illustration. This permits the nut to be tightened.—*Guy Bonner, Jr., 118 West Utah, Memphis, Tennessee.*

Removing Rear Axle On Some GM Cars

WHEN the rear axle and bearing are hard to remove on Oldsmobile or Pontiac cars, try this method as a means of saving your time:

Bolt regular hub puller, without the center screw, on axle flange where wheel was removed. Insert into the puller hole a 3/4" iron pipe 2' long with threads on both ends. Use pipe cap to hold pipe in

puller end. Place Chevrolet or Plymouth flywheel in center. Screw on pipe "T" and nipples to form "T" end.

This makes a heavy-duty sliding hammer and gets the job done.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

Tightening Distributor Clamp on Nash

WHEN the distributor clamp bolt on Nash Series 40 cars is loosened to set timing or for re-

moval of the distributor, care should be used in retightening. It should be barely snug enough to lock the distributor.

Overtightening will distort the clamp and bring about a binding condition with consequent rough and jerky action of the vacuum control. In some cases of overtightening, I have seen the control stick in full advanced position. This, of course, causes very poor operation at low speeds.—*Victor McGee, L. E. Dick Motor Company, Mayfield, Kentucky.*



ANOTHER ONE OF BLUE STREAK'S 36,000 BOOSTERS!

Fame doesn't come easily. You have to do more than just hang out a repair sign. Sometimes, you have to do pretty near the impossible to spread your good name as a mechanic.

That's why it's so important to know about ignition parts like the Blue Streak condenser. Because we inspect every single part... don't miss one in a million; because they're sturdier; because they last for more miles than you imagine condensers should last; because their performance makes customers say: "Great mechanic that Joe."

Next time you're at your jobber's, you ought to put in a supply. Standard Motor Products, Inc., Long Island City 1, New York.

Better your Business... Buy Blue Streak



"BLUE STREAK ignition parts have helped me to build up a reputation for the best in automotive parts ever since I began to use them twenty years ago," reports H. O. Gary, Nashville, Tenn. "In spite of all I've heard about so-called original factory parts I'm sticking with the best in the ignition field—genuine BLUE STREAK ignition parts."



COILS • POINTS • CONDENSERS • VOLTAGE REGULATORS • HEADLIGHT RELAYS • DISTRIBUTOR HEADS & ROTORS • DIMMER SWITCHES • WIRE & CABLE

When Running New Wire Through Dash Grommet

TO RUN new wire along side of loom through rubber grommet on dash or fire wall, use a piece of 3/16" copper tubing about 6" long.

Taper one end for easy starting. Place wire in other end and close tubing on wire with side cutter pliers. When the tubing and wire are pushed through, clip wire off tubing.

Cut a small amount off the

closed end of the tube and it is ready for another wire.—C. Kernaghan, 2324 Harris, Independence, Missouri.

Preventing the Corrosion Of Battery Terminals

TO PREVENT corrosion of battery terminals, melt a small amount of para-wax in an adequate container.

When battery is installed, brush an ample supply over the cable connections and it will prevent

corroding. This does not work when battery is subject to too much heat from the motor, as the para-wax will melt. — Francis Highberger, garage superintendent, Sheeley Baking Company, Emporia, Kansas.

Decreasing the Camber On Some Willys Cars

TO DECREASE the camber on late-model Willys passenger cars, we use this method:

After all shims have been removed, loosen the two lower bolts that hold spindle support. Use two 3/8" flat washers and slot them with a hacksaw. Slide them between support and spindle. Then retighten. — Estel L. Warner, York Brothers Garage, Crossville, Tennessee.

Checking Charge Circuit On Ford Products

OFTEN we want to be sure the generator charging circuit has no undue resistance, but it's such a lot of bother to connect an ammeter in the circuit and adjust the engine speed to give exactly 20 amperes that we pass it up. There is, however, a way to make a check for such resistance that only takes a few seconds. It can be used on all Ford products and many other cars equipped with Bendix starter drive.

Providing the generator and regulator are known to be okay, the test can be made in the following manner:

Run the engine at a speed sufficient to allow the generator to give its full output if called upon. Connect the negative voltmeter lead to the generator armature terminal (for positive ground system). Connect positive meter lead to negative post of battery. Push starter button, thus causing starter to run free and putting a load of 40 or 50 amperes on the battery. Read the voltmeter. Reading should not be more than .75 volt for minimum resistance in insulated side of circuit.

Check ground side in same manner, except positive lead of meter should be connected to suitable ground on generator and negative lead to positive battery post. Reading on meter should be almost zero.

If this quick check shows excessive resistance, a more orthodox hook-up should be made and the trouble point located. — Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Special Bonus Deal now offered by your Automotive Supplier!

This beautiful 9-piece *California*



DE LUXE SALAD SET

will be sent to you by your automotive supplier, without cost, every time you purchase a dozen cans of Warner Radiator Products in any combination—from now until April 30, 1953. Nine durable plastic pieces in jumbo, green, wine and bronze.

Complete set includes jumbo serving bowl, six individual bowls, handy serv-a-salad fork set, and an attractive gift package.

Make the most of this extra profit opportunity... this extra incentive for your employees to do a selling job this Spring.

Special Bonus Deal expiration date is April 30, 1953!

So stock... promote... sell... Warner Radiator Products this Spring. Your purchase of just four dozen cans, in any combination, earns you one complete 9-piece California deluxe Salad Set... and there's no limit!



Backed with sustained National Advertising in the pages of the Saturday Evening Post!

A FAMOUS NAME IN AUTOMOBILE HISTORY

Warner

WARNER RADIATOR PRODUCTS

WARNER-PATTERSON COMPANY
920 S. MICHIGAN AVE., CHICAGO 5, ILL.

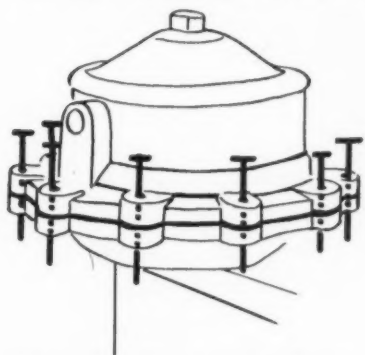
When Sanding Surfaces That Are Curved

WHEN using a disc sander on a dipped or curved surface, the disc sometimes will cut a deep scratch at its outer edge.

To make a smooth sand, cut a 9" circular disc into a five-sided shape. This will make it more flexible and it will adjust itself to the curve. — *Ralph C. Getz, 1615 Rick-enbacker Road, Baltimore 21, Maryland.*

When Installing Diaphragm in a Fuel Pump

AN EASY way to install a diaphragm in a double-action fuel pump, especially the vacuum, is to use nails to line up the holes and



to keep the edges from turning up. — *Summie L. Thomas, c/o R. E. Foil (Cadillac-Pontiac), Spartanburg, S. C.*

Protecting Buick Starter From Dirt and Dust

TO KEEP dirt out of Buick starter, split open a master cylinder rubber boot on one side. Punch a hole in the top side.

Slip it on the top of the Bendix fork and then put in the solenoid link. This will cover the fork slot in the Bendix housing. — *Jack Monroe, Jack Monroe's Garage, Leesburg, Florida.*

Removing the Starter From Ford Six

ON THE Ford six-cylinder models with L-head engine or prior to 1952 the greatest obstacle in removing the starter is the engine breather pipe. It is attached to the valve cover and extends down to a point directly in front of the starter. Complete removal of the breather simplifies the starter job but with the starter back in place there is the vexatious and time-

consuming job of starting the long screw which holds the upper end of the breather.

This can be avoided by leaving the upper end of the breather in place. Simply loosen it, remove the cap screw at the lower bracket and swing the breather as far forward as possible. In most cases the starter then can be removed.

In a few instances it may be necessary to remove the starter support bracket which is attached to one of the through bolts, but even that is preferable to having to

start the breather screw. — *Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

When Tail Lights Need Grounding

SOMETIMES tail lights give trouble by not being grounded. When I find one in this condition, I drill a 3/32" hole on light body or fender or car body. Screw a small sheet-metal screw into the hole. — *Alton M. Hearn, 2003 Alabama Street, Baytown, Texas.*



NOW YOU CAN
Re-Use
THE DRIVE SHAFT
TWO OR MORE TIMES!

National's NEW "Special Model"
Bushing & Seal Assemblies
Make Possible Multiple Repairs
with Original Shaft On Both Standard
Transmission & Power-Glide Models!

**FOR DRIVE-LINE REPAIRS OF
MOST CHEVROLET CARS & PICKUPS
AND SOME GMC PICKUPS**

**SPECIAL TEMPERED
STEEL SLEEVE PROVIDES NEW
LONG-WEARING BEARING SURFACE!**

This steel sleeve fits over the worn surface of the original drive shaft. This restores drive line to its original efficient operation enabling thousands of additional miles of service.



SPECIAL MODEL M-104 M-106
(Cut-Away Shows Bronze Bushings)

Like National's famous M-101 and M-103, this "Special Model" M-104 and M-106:

- Saves Buying A New Drive Shaft!
- Provides Greater Bearing Surfaces for Long Life Repairs!
- Installed in One Hour! Eliminates Tearing Down Differential!
- Precision Made of Finest Materials!
- Boosts Your Repair Profits With Quick Low Cost Repairs!

The New Specially Engineered Seal of this model minimizes the possibility of the transmission running dry and damaging gears and bearings. It also prevents dilution of differential lubricant due to transmission oil leak.

**Proven Nationally by
Millions of Satisfied-Customer Miles!**
Sold Nationally by Leading Automotive Wholesalers



NATIONAL MACHINE WORKS, INC.
P. O. BOX 4305 MANUFACTURER AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA

Shop-Volume Picture

(Continued from page 68)

on costs and set up accounting systems for that purpose.

Another side of the labor-charge picture was revealed in a comment from a dealer in a small Missouri city, who said:

"We have the problem here of competing with the defense labor markets in the Kansas City region. We can't obtain enough mechanical help and have trouble meeting the high labor costs brought about by the war effort."

Typical replies to the survey, presented alphabetically by states, follow:

ALABAMA

J. H. Clark, Clarks Garage, Anniston—"Volume so far this year 39 per cent above same period of last year. Flat-rate charge is \$3, unchanged during controls or since controls ended."

J. D. Johnson, J. D. Johnson Garage, Eutaw—"Volume down 20 per cent from same period last year. Flat rate is \$2, unchanged."

Mobile dealer—"Volume same as same period last year. Flat rate is \$3.50, unchanged."

ARKANSAS

Hot Springs dealer—"Service volume is down. Flat rate is \$3, unchanged."

Small-town Ford dealer—"Volume is up nine per cent. Flat rate is \$3, unchanged."

DELAWARE

Vernon B. Dawson, Automotive Service, Inc., Wilmington—"Volume same. Flat rate is \$3.50, unchanged."

William B. Shallcross, Shallcross Chevrolet, Middletown—"Volume is up 16 per cent. Flat rate increased from \$2 to \$3 after ending of controls."

Herman Strauss, H & S Auto Service, Wilmington—"Volume down. Flat rate is \$3.50, unchanged."

WASHINGTON, D. C.

George M. Shertzer, Jack's Auto Shop—"Volume approximately same. Flat rate is \$3.50."

Marvin Peers, Arcade Pontiac—"Volume approximately same. Flat rate is \$4, unchanged."

FLORIDA

Ralph Stoutamire Motor Co. (Chrysler-Plymouth), Gainesville—"January and February were up 20 in volume but March began slowly. Flat rate is \$3, unchanged."

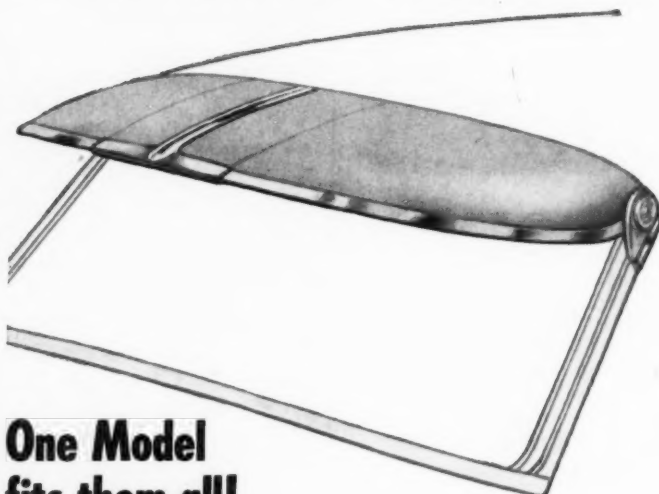
Jim Stephens, Stephens Pontiac Co., Daytona Beach—"Volume is up 1.2 per cent. Flat rate is \$2.50,

mechanical; \$3, body shop."

Small-city garage—"My flat-rate charge is controlled by my customers. If a job is paid cash, \$2.50 an hour. If I have to wait 30 days, \$2.75. If more than 30 days, \$3 an hour. On welding, I may do a \$3 job in ten minutes. Electric welding normally is \$6 an hour. Prices differ according to jobs and customers."

GEORGIA

Your Easiest EXTRA PROFIT FULTON SUN SHIELD



One Model
fits them all!

GENERAL MOTORS

Chevrolet
Buick
Oldsmobile
Pontiac
Cadillac

FORD

Ford
Mercury
Lincoln

CHRYSLER

Plymouth
Chrysler
DeSoto
Dodge

PACKARD

The most popular accessory, the one with the greatest acceptance, is now easier than ever to sell. One model Fulton Sun Shield—the No. 1022—fits all the 1953 cars listed at left as well as many earlier models.

The Fulton is the one permanently graceful and handsome Sun Shield. It's built of lasting aluminum with stainless steel trim and brackets...fully adjustable to suit all drivers.

Don't miss this welcome extra profit! Sell the Fulton Sun Shield with every new car. And don't overlook the *plus* market of car owners who come into your service department. "Ask them to buy".

No. 36 DE LUXE TRAFFIC LIGHT
FINDER — Brings those overhead
traffic lights into easy view. A
brilliant, quality accessory.



THE FULTON COMPANY

1912 SOUTH 82ND STREET

MILWAUKEE 14, WISCONSIN

W. R. Kennedy, Jr., Pontiac Master Auto Service, Augusta — "We feel that it is, generally speaking, unfair to the public — and indeed poor public relations — to raise prices simply because controls are lifted and it is now legal to do so. Some items may justifiably be increased, but that depends on the circumstances surrounding that particular case. Our service volume is up 25 per cent. Flat rate is \$3, unchanged."

Louis H. Klaer, Klaer Auto Service, Atlanta — "Volume is down

15 per cent. Flat rate is \$3.50, unchanged."

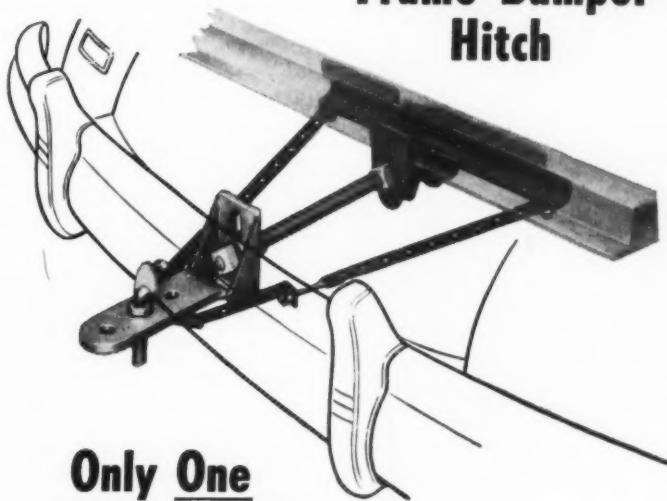
M. E. Butler Chevrolet Co., Alma — "Service volume is up ten per cent. Flat rate is \$2.50, unchanged."

H. D. Barnes, David Barnes and Son, Columbus — "Volume is down. Flat rate is \$2.50, unchanged."

KANSAS

William Wehling, The Evans Motor Co. (Dodge-Plymouth), Wichita — "Service volume is same.

NEW FULTON Frame-Bumper Hitch



**Only One
Model to Stock...
fits most cars**

For a really secure attachment for utility and boat trailers, the Fulton No. 29 Frame-Bumper Hitch attaches directly to rear cross-member of car frame. Heavy steel frame support reinforces frame without drilling. Rear bumper supports vertical load while horizontal thrust is transferred to car frame. Tie bands give added strength

Wide range of adjustability lets you fit the majority of cars with only one model. Get set now for this extra profit on new car sales and through your service department.

Order from your jobber today. For catalog information, write —

THE FULTON COMPANY

1912 SOUTH 82ND STREET

MILWAUKEE 14, WISCONSIN

In Canada: J. C. ADAMS CO., LTD., Toronto, Ontario

KENTUCKY

Flat-rate increase from \$3 to \$3.50 was granted during controls."

George Elliott, Elliott Motors (Lincoln-Mercury), Emporia — "Volume up ten per cent. Flat rate is \$2.75, unchanged."

H. L. Dempsey, Dempsey Motor Co., Inc. (Cadillac, Pontiac, GMC), Greenville — "Our service work is slightly off but we think it is largely due to local conditions. We are dependent on coal mining and our coal mines have not been working good this winter. Flat rate is \$3, unchanged."

Godman's Garage, Falmouth — "Volume down. Flat rate is \$2.50, unchanged."

Aubrey Greene, Wurts Brothers, Inc. (Dodge-Plymouth), Ashland — "Volume up 20 per cent. Flat rate is \$3, unchanged."

Thompson Motor Co. (Dodge-Plymouth), London — "Volume same. Flat rate is \$2.50 and up on machine work."

Leachman-Potter, Inc. (Dodge-Plymouth), Bowling Green — "Volume is up ten per cent. Flat-rate is \$3, unchanged."

Bernie Richton, Bellevue Dayton Auto Sales Co. (Dodge-Plymouth), Dayton — "Volume is up ten per cent. Flat rate was increased from \$3 to \$3.50 after controls ended."

LOUISIANA

Perry H. Post, Cutler Chevrolet Co., Delhi — "Volume is same. Flat rate is \$3, unchanged."

MARYLAND

Edgar McMullen, McMullen Brothers Garage (Studebaker), Perryville — "Volume is up. Flat rate is \$2.50, unchanged."

H. C. Bradford, D. H. Bradford & Son (Chrysler, Plymouth, International Trucks), Snow Hill — "Volume is same. Flat rate is \$2.50, unchanged."

Waters Motors, Gaithersburg — "Volume is down about ten per cent. Flat rate is \$3, unchanged."

A. Monroe Harris, Harris Motor and Radio Service, Bunceton — "Volume is about the same and flat rate is \$1.50, unchanged. I operate a one-man shop in a town of 550 population. The main volume at this time of year is derived from

a fleet of six school buses on which I have had the repair contract for several years. This being a farming community, there is not too much service work at this time of year—ever. We have had a lime quarry operating in this locality that we draw on for truck repairs during the summer months. This quarry is closing, so the outlook for the summer is not too rosy at present. As you can see, I specialize in heavier equipment instead of passenger cars."

George R. Freeman, Jr., Mardela

Garage, Mardela — "Volume is down ten per cent. Flat rate was increased from \$1.50 to \$2 after controls ended."

John Vincent, Vincent Crown Service Center, Baltimore—"Volume is about same. Flat rate is \$3, unchanged."

MISSISSIPPI

Virgil Pace, Jackson Motor Clinic, Jackson—"Volume is up. Flat rate is \$3, unchanged. I would like

to see flat rate for labor put on carburetor packages by the manufacturer. Why not stamp the flat rate along with the list price on the kit? Do all the kits this way and it would help the trade hold prices in line. This would be fair for everyone. This idea could be applied to many parts packages."

Charles Nelms, Clark-Nelms Ford Co., Brookhaven—"Volume is up eight per cent. Flat rate is \$2.50, unchanged."

L. F. Hamrick, Hamrick Motor Co. (Ford), Greenwood—"Volume is same. Flat rate has been increased from \$2.50 to \$3 since ending of controls."

C. H. Hawkins, Mid-State Auto Co. (Chrysler-Plymouth), Kosciusko—"Volume is down. Flat rate is \$3, unchanged."

MISSOURI

J. L. Strup, Strup Auto Service, Kansas City—"We operate a 100-car storage garage along with our operation so we have a large list of prospects at all times which helps us to level off our low spots. Volume is about the same. Flat rate is \$3, unchanged."

Carnes Motor Co. (Studebaker), St. Joseph — "Volume is down. Flat rate is \$3, unchanged."

Roy Reese, Roy Reese Garage, Springfield — "Volume is down about 20 per cent. We were granted an increase in flat rate from \$2.50 to \$3 during controls."

Fred Lowe, Fred Lowe Auto Service, Joplin — "Volume same. Flat rate is \$2.50, unchanged."

J. C. Hinze, Hinze Motor Co. (Chevrolet), Bismarck—"Volume is same. Flat rate is \$2.50, unchanged."

L. L. Barnes Chevrolet, Anderson—"Volume is same. Flat rate is \$2, unchanged."

NEW MEXICO

B. F. Archer, Archer Co. (Buick, GMC), Hatch—"Volume is same. Flat rate is \$3, unchanged."

NORTH CAROLINA

O. B. Gupton, Lowman Motor Co. (Studebaker), Greensboro — "Volume down ten per cent. Flat rate is \$3, unchanged."

R. C. Mathews, Henry Vann Co. (Ford), Clinton — "Volume is up one per cent. Flat rate is \$3, un-

Best FORD PUMP made

NEW!
EXCLUSIVE!

AIRTEX FUEL PUMP

with the exclusive
ROCKERLINK
ONE-PIECE ROCKER ARM and LINKAGE!

Longer Trouble-Free Performance!

• FASTER FLOW • HELPS PREVENT VAPOR LOCK

• GREATER FUEL ECONOMY

• PLUS THE FAMOUS
30,000 MILE GUARANTEED DIAPHRAGM

Order From Your Jobber!

AIRTEX AUTOMOTIVE DIVISION
FAIRFIELD, ILL.

THE WORLD'S LARGEST MANUFACTURER OF FUEL PUMPS



changed."

Julius A. Watford, Watford's Motor Service, Ahsoskie—"Volume is down 15 per cent. Flat rate is \$2, unchanged."

Lewis Motor Co., Inc. (Studebaker), High Point—"Volume is same. Flat rate is \$3, unchanged."

James S. Crouch, Crouch Radiator & Body Shop, Newton—"Volume is down. Flat rate is \$2.50, unchanged."

C. J. Benton, manager, Modern Motors, Inc. (Lincoln-Mercury), Lumberton—"Volume down ten per cent. Flat rate is \$3."

Asa B. Hadden, Reliable Garage, Hendersonville—"Volume is down. Flat rate is \$3, unchanged."

OKLAHOMA

John E. Jones, J & S Auto Service, Shawnee—"Our shop business is down in volume but more cash jobs. Flat rate is \$2.50 for cars, \$3 for trucks."

Wewoka Motor Co. (Chrysler-Plymouth), Wewoka—"Volume is down. Flat rate was increased from \$2.50 to \$3 after controls ended."

H. B. Jackson, Fred Jones (Ford), Oklahoma City—"Volume is same. Flat rate is \$3.50, unchanged."

C. H. Malone, C. H. Malone (Ford), Apache—"Volume down ten per cent. Flat rate is \$2.50, unchanged."

George Chevrolet Co., Broken Bow—"Volume is same. Flat rate is \$2.25, unchanged."

SOUTH CAROLINA

W. N. Leslie, Leslie Motor Co. (Nash), Greenville—"Service volume is same. Flat rate is \$3."

W. Keys Welborn, Welborn Motor Co. (Dodge-Plymouth), Anderson—"Volume is down ten per cent. Flat rate is \$3, unchanged."

Union Motors, Inc. (Ford), Union—"Volume is up 20 per cent. Flat rate is \$3, unchanged."

William Alan MacKellar, Misereudino Motor Co. (Wilys-Packard), Charleston—"Volume is same. We were granted an increase from \$2.50 to \$2.65 during controls and increased flat rate to \$3 when controls ended."

Driggers Motors, Inc. (Studebaker), Lake City—"Volume is about same. Flat rate is \$2.50."

W. H. Yon, W. H. Yon Garage, Charleston—"Volume is up about 15 per cent. Flat rate is \$3 on cars,

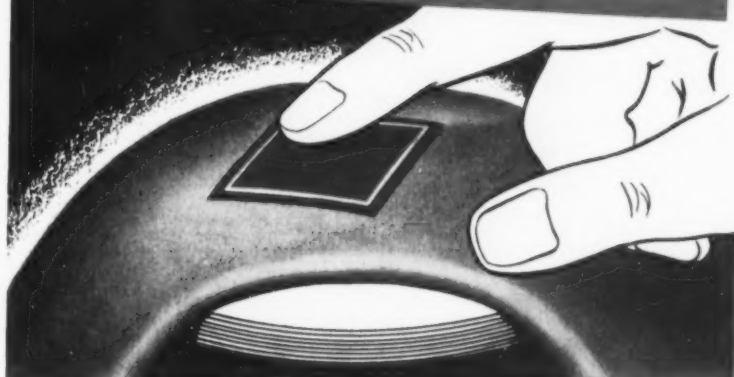
Quicker! Easier! MORE PROFIT!

when you repair tubes with

BOWES

**SEAL
FAST**

PATENTED
Chemical Process
TUBE REPAIR METHOD



Don't Let Anybody Kid You about vulcanizing being necessary for perfect tube repair

★ For more than 25 years Bowes "Seal Fast" Chemical Process (no vulcanizing necessary) has been recognized as the most dependable method of tube repair.

The Bowes chemical process is quick, easy . . . sure! No expensive equipment is necessary. So . . . save time, make friends . . . and more money on tube repairs with the Bowes "Seal Fast" Chemical Process method.

BOWES

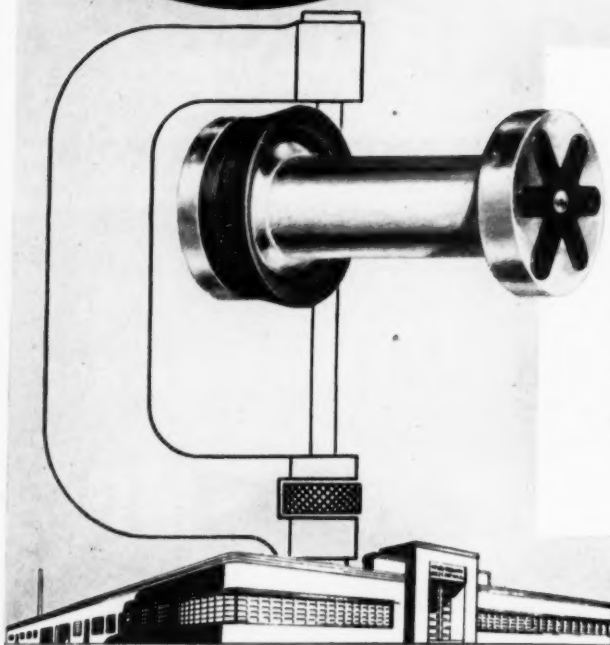
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FAST**

There is a BOWES Distributor in your immediate neighborhood who will be glad to demonstrate and PROVE to you, without obligation, that the Bowes Method is the best and the most profitable. Remember, there is no obligation. Just drop us a line today and the Bowes Man will be in touch with you in the early future.

BOWES "SEAL FAST" CORP., INDIANAPOLIS 7, INDIANA



Hydraulic Brake Parts



precision engineering
your assurance of
quality and dependability

In every part of the country, Pilot hydraulic brake parts and universal joints are proving their unsurpassed worth. This success is not a coincidence . . . but the result of precision manufacture. Tested and proved in the laboratory and on the road, Pilot parts have come to mean efficiency, trouble-free service.

illustrated parts catalog Send for a copy of this colorful, descriptive catalog. It will help you buy right—service better. Write for it now . . . IT'S YOURS FREE!

MOTIVE EQUIPMENT MANUFACTURERS, INC.
5253 W. Roosevelt Rd., Chicago, Ill. • A Halperin Industry

Richlite
Presents

THE HITS OF THE YEAR!



No. 899

Beautiful Metal Auto Window Ventilator Display—Ready for use with one pair of No. 900 Ventilators installed.

UNIVERSAL ADJUSTABLE AUTO WINDOW VENTILATORS

Richlite Ventilators improve car appearance, protects from Sun, Rain, Snow and Sleet . . . they let fresh air in and keep rain out. Consists of three telescoping sections made of highly polished Type 430 Stainless Steel—a corrosive resistant metal. 4 numbers accurately fit front and rear windows of most cars.

Perfect "Bull's Eye" EXHAUST DEFLECTOR

with Bull Front Stimsonite Jewel and Baffle

Made from No. 18 gauge wall welded steel tubing and is finished with the famous Richlite Triple Plate. No. 355—With "Bull Dog" Grip Universal Clamp, Baffle and Stimsonite Jewel.



Detail view of the underside of deflector showing large opening with baffle.

Richlite MANUFACTURING COMPANY
2338 INDIANA AVENUE • CHICAGO 16, ILLINOIS

Always Insist On

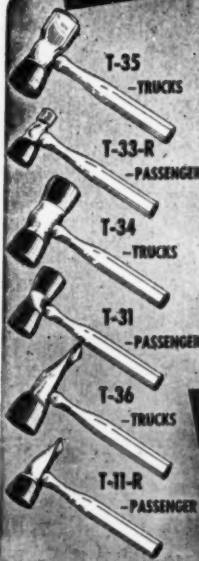
KEN TIRE AND WHEEL CHANGING TOOLS

...they're "Job Designed"

Ask For KEN-TOOL Replaceable-Rubber-Head

or KEN-TOOL Standard Tire Hammers

"Job Designed" for changing tires . . . use either KEN-Standard or Replaceable-Rubber-Head Tire Hammers. Built stronger to last longer . . . real time and labor saver!



LARGEST EXCLUSIVE MANUFACTURERS OF TIRE AND WHEEL CHANGING TOOLS
The KEN-TOOL Mfg. Co.

Akron 5, Ohio

JOBBER:
Write for Catalog Today!

\$3.50 on trucks. We were granted an increase from \$2.50 to \$3 during controls."

TENNESSEE

Century Motor Sales (Buick), Athens—"Volume is about same. Flat-rate increase from \$2.50 to \$3 was granted during controls."

H. E. Hilton, Hilton Auto Service, Knoxville—"Volume is down five per cent. Flat rate is \$3, unchanged."

J. W. O'Rear, O'Rear's Garage, Chattanooga—"Volume is same. Flat rate is \$3.50, unchanged."

Nat A. Gilmore, Gilmore Motors, Inc. (Lincoln-Mercury), Memphis—"Volume is same. Flat rate is \$3.50, unchanged."

City garage—"We charge \$3 an hour for whatever time the manual gives for the job and we never charge anymore than that. However, we do cut under the price on some jobs that we feel we can do in less time than the book calls for. We are usually busy most of the time and are not soliciting any new business at present."

H. M. Keedy, Keedy's Motor Service, Inc., Chattanooga—"Volume is up 20 per cent. Flat rate is \$3.50, unchanged."

TEXAS

B. B. Royal, Royal Motor Co. (Mercury), Hillsboro—"Volume is same. Flat rate is \$2.50, unchanged."

Bay Auto Sales (Nash), Port Lavaca—"Volume up 20 per cent. Flat rate is \$3, unchanged."

J. E. McCarroll, Cherokee Motors (Chevrolet - Oldsmobile), Jacksonville—"Volume is down 14 per cent. Flat rate is \$3, unchanged."

Ener & White, Beaumont—"Volume is down. Flat rate is \$2.50, unchanged."

R. Bland, R. Bland's Garage, Mabank—"Volume is same. Flat rate is \$1.50, unchanged. While service is about the same as last year, parts business is off about 50 per cent. Credit accounts are harder to collect and I have cut off about 50 per cent of credit accounts. That is why parts business fell off. Money is scarcer than this time last year. Cattle prices have fallen about 50 per cent because grades are cut below last year. We have a better season than last year but I don't know what the business outcome will be."

E. R. Gierisch, B & G Motor Service, Mason—"Volume about same. Flat rate is \$1.75, unchanged."

C. E. Ross, Ross Motor Co. (Pontiac), Brownfield—"Volume is up ten per cent. Flat rate is \$3."

Frank J. Riha, Super Service Garage (Willys), Carrizo Springs—"Volume is down about ten per cent. Flat rate is \$2.50 unchanged."

Small-city dealer—"Glad controls are gone! Volume is down three per cent. Flat-rate increase from \$1.75 to \$2 was granted dur-

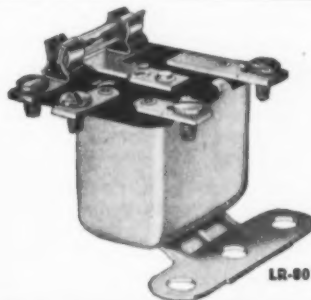
ing controls."

VIRGINIA

Vaughan Motor Co. (Chrysler-Plymouth), Lynchburg—"Our business has increased every year since we went into business. We did \$361,000 for the first two months of this year in total business, which is more than our first year's total seven years ago. Service volume is up slightly over last year. Flat rate is \$2.75 on mechan-



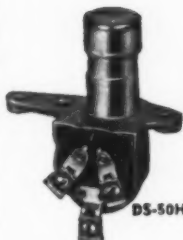
VR-2



LR-80



C-91



DS-50H



D-150H

PACKAGED PROFITS

Mean More Take Home Pay!

These reasons make Andrews the stand-out line for the service trade:

1. Complete line of dependable Ignition Parts—Wire and Cables.
2. Fast Turnover.
3. High quality materials and precision workmanship.
4. Guaranteed for customer satisfaction.

The Andrews Catalog No. 52-E is a modern Service Handbook—write for your copy today.

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F-83



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Southwestern Representative:
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301 North Market
Dallas 2, Texas

ical, \$3 in body shop, unchanged."
E. C. Davis, E. C. Davis Motor Co., Port Royal—"Volume is down ten per cent. Flat rate is \$2.50, unchanged."

C. R. Royals, Jr., Royals Motor Service (Hudson, GMC), Hampton—"Volume is same. Flat rate is \$3.50, unchanged."

T. E. Colgin, Colgin Auto Service (Crosley), Chester—"Volume is same. Flat rate is \$2.50, unchanged."

John W. Columbare, Perrine Brothers, Inc., Alexandria—"Even with our increase in flat rate from \$3 to \$4, granted while controls were in effect, our business has been steadily climbing because of the extra service and satisfactory work which has been given to our customers. A little extra attention given to the public proves to be the greatest factor in any business. Most people today are taking better care of their cars because they are looking out for the future, when and if it ever happens, when they can't afford to buy or get what they have now. All our employees, 17 of them, have been instructed to be extra courteous to all customers and I believe that this is the best business that can be given to them."

W. M. Wertz, Shelton's Garage, Salem—"Volume down ten per cent. Flat rate is \$2.50, unchanged."

Edwin F. Hanks, Peaks Motors, Inc. (DeSoto, Plymouth, GMC), Bedford—"Volume is same. Flat rate is \$2.50, unchanged."

Harry L. Romack, Strasburg Garage, Strasburg—"Volume is same. Flat rate is \$2, unchanged."

Charlie L. Hill, Hill Auto Service, Martinsville—"Volume is same. Flat rate is \$3, unchanged."

WEST VIRGINIA

N. M. Steen, N & W Motor Co., Inc. (Ford), Oak Hill—"Volume is same. Flat rate is \$3, unchanged."

C. W. Brownlee, Jr., Duncan-Catron Motor Co., Inc. (Dodge-Plymouth), Beckley—"We believe our volume is down this year because coal business is bad. Flat-rate increase from \$2.50 to \$2.75 was granted during controls."

Triangle Motor Co. (Dodge-Plymouth), Salem—"Volume is same. Flat rate is \$2.50, unchanged."

Lloyd L. Shriver, Shriver Motor Co. (Ford), Grafton—"Volume is up slightly. Flat rate, unchanged, is \$2 on mechanical, \$3 for body shop."

Harry N. Riley, Riley's Garage, Beckley—"Volume is up approximately five per cent. Flat rate is \$2.50, unchanged."

Howard Schultz, Schultz Tractor & Implement Co., Point Pleasant—"Volume is up ten per cent. Flat rate has remained unchanged at \$2.50."

City dealer—"Drop in shop work probably due to extremely slack period in our coal fields. Looks like John Lewis may have priced himself right out of the market."

Goodyear Sales in 1952 Reach Highest Figure

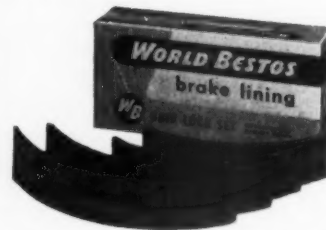
FOR the second successive year, sales of The Goodyear Tire & Rubber Co. in 1952 exceeded the billion-dollar mark to reach the highest point in the firm's 54-year history. The 1952 total of \$1,138,403,608 compares with \$1,101,141,392 for the previous year.

Net income of \$39,009,866 also set a record. This was equivalent to \$8.30 a common share, compared with \$7.75 in 1951.



Brake Lining Engineered for HIGH HORSEPOWER CARS

New cars with higher horsepower and automatic transmissions require more stopping power . . . often call for different brake frictions and sizes on front and rear axles. World Bestos linings (both Dry Mix and Wireback) are now engineered to give that extra stopping power! WB uses seven different frictions to meet passenger car requirements alone . . . and all WB passenger car lining will be packaged in single axle, 4-piece sets to simplify stocking and handling.



"PRESCRIBED FRICTION" SETS

For passenger cars, commercials, taxicabs, trucks. A Dry Mix lining engineered for each specified vehicle. Also undrilled "PPF" Sets for bonding.

"GRID LOCK" MOLDED SETS

Wireback molded linings for all popular passenger cars, commercials and trucks. Also undrilled "PGL" Sets for bonding.

Also complete line of Brake Blocks for all types of Trucks, Trailers, Buses and Coaches.





—→ gives you



**MORE
STOPPING
POWER**

for Today's Cars!

See your Distributor or write direct to:

WORLD BESTOS
NEW CASTLE, INDIANA

Special representatives of Monroe Auto Equipment Co. are now traveling the country in these demonstrator cars equipped with Monro-Matic shock absorbers. Shown at the end of a meeting on the sales program and ready to step into the cars are (l. to r.): Bill Norvell, Southeastern representative; Joe Lee, sales engineer for the Southern states; John Biddle, Pennsylvania territory, and Joe Bickel, sales manager.

Jobber News

(Continued from page 83)

er volume came from drought-stricken areas of the Southwest, the coal-mining area of West Virginia and scattered localities where defense projects had passed the expansion peak and were nearing completion.

"We need rain now," said John Hitt, partner in Auto Parts Service, Harlingen, Texas. "We need an assured supply of sweet water."

From Frank McKenzie, president and general manager of Automotive Supply Co., Bluefield, W. Va., came this comment: "We are in a strictly coal-mining area and we are trying hard to equal 1952, but we expect a ten to 20 per cent drop. Outside our area I think automotive wholesalers' volume should be about ten per cent above 1952, depending on new competition that develops."

Said Owner G. D. Osbon, Osbon Auto Supply Co., Augusta, Ga.: "We expect sales volume to be about ten per cent less. We had a tremendous year in 1952 due to an influx of new people. Some are now leaving because the Atomic Energy Commission plant is nearing completion. So far, our volume is up with 1952."

"Our January and February sales volume was about ten per cent above 1952 but we expect the last six months to be under 1952



New solvent cuts cost— cleans twice as fast

THE MAN ABOVE is spraying dirt away with Oakite Composition No. 8, mixed one to four with kerosene. That's the combination that's brought these enthusiastic reports:

"Cuts cost of charging cleaning tank from \$26.00 to \$5.20." (cleaning oil filter cartridges)

"Cleaning time cut in half" (cleaning oil pans, parts)

An excellent all-around cleaner, Oakite Composition No. 8 may be mixed with petroleum distillates or water to form stable, long-lasting cleaning solutions. It may be used hot or cold—in tank, spray, or washing machines. It has these other advantages, too:

- High flash point—reduces fire hazard
- No unpleasant odor
- Safe on all metals
- Does not spot paint

Try it yourself. Ask your local Oakite man, or write for free service report.

OAKITE PRODUCTS, INC.

52F Recter St., New York 6, N. Y.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE

MATERIALS • METHODS • SERVICE

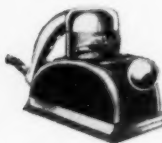
Technical Service Representatives in Principal Cities of U. S. & Canada



MODEL

J-R Easy
PNEUMATIC

New "Lightweight" DETROIT *Easy* FINISHER



MODEL DF ELECTRIC



MODEL AF AIR

A DECADE OF *Easy*-and now a New 4 lb. *Easy* with big *Easy*'s back-and-forth action that does all the job—working up to chrome moldings and down behind drip moldings—"feather-edging"—scuffing-sanding primer, surfacer, WET or dry-waxing, polishing... *EASY* MODEL J-R!

Ask your jobber or write for new catalog sheet.



DETROIT SURFACING
MACHINE COMPANY

1245 East Eight Mile Road
Detroit 20, Michigan

See the new Model J-R at our Booth No. 180,
Southeast Automotive Show.

DO MORE BRAKE JOBS FASTER AND BETTER

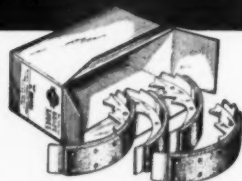
BENDIX* *Factory-New* Lined Brake Shoes

- End exchange headaches
- Speed brake repairs
- Assure a known profit
- Protect your reputation for quality

*REG. U.S. PAT. OFF.

BUILT, BACKED AND PACKAGED
BY THE MOST TRUSTED NAME
IN BRAKING

Ask your jobber



BENDIX PRODUCTS DIVISION of
SOUTH BEND, INDIANA





T. Austin Young, Atlanta, Ga., has been appointed Southern regional sales manager for the Specialties Division of Commercial Solvents Corp. W. G. Noonan is now manager of the western region with headquarters at Kansas City and W. H. Adamson is jobber sales manager for the division.

by about 15 per cent," reported Ginn Auto Supply, Chandler, Okla. "Construction work on turnpike has boosted sales. This will soon be completed."

Jobbers from Texas to Delaware predicted good business during 1953 with such comments as:

Gabbert Auto Supply, McAllen, Texas—"We expect business to be better. We are planning for and doing things to make it better."

William Tole, The Tole Co., Inc., El Paso, Texas—"We expect our gross sales volume to increase 15 per cent this year as compared with 1952."

Chandler Auto Supply, Brownwood, Texas—"If it rains, better."

Edgmon-Holder Motor Supply Co., Wichita Falls, Texas—"We expect gross sales volume to be approximately the same as 1952."

Morrie Giller, co-owner, P-M Auto Parts Co., Dallas, Texas—"We anticipate an increase of at least 15 per cent."

J. C. Hamilton Co., Oklahoma City, Okla.—"We expect gross sales volume to be about the same."

Paul L. Rupp, partner, Rupp Brothers Auto Parts, Chillicothe, Mo.—"It all depends on Russia. Stalin's death changes all forecasts so the future depends on what happens in Russia. Hope a revolution! Gross sales may be down slightly."

Ervin Engsberg, manager, Lebanon Auto Supply Co., Lebanon, Mo.—"We expect sales volume to be about the same."

Harry L. Ginsburg, Dixie Electric & Auto Parts Co., New Orleans, La.—"We anticipate a slight

increase."

W. B. Hallberg, president, Waggener Auto Parts Co., Inc., Vicksburg, Miss.—"We expect gross sales to be about ten per cent higher. We have two manufacturing plants locating here this year. We are feeling a slight increase now and expect a ten per cent over-all increase for the year."

Morris Thenell, manager, Motor Parts & Gear Co., Philadelphia, Miss.—"We expect business to be better."

J. F. Reid, owner, Reid Auto

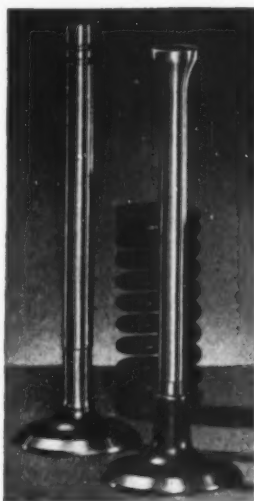
Supply, West Palm Beach, Fla.—"We expect our gross sales to be slightly more, as January, 1953, was more than \$4,000 over January, 1952."

Conley United Service, Jacksonville, Fla.—"We expect sales to be as good or better."

Bryant M. Smith, Jr., vice-president, Georgia Tire & Rubber Co., Inc., Athens, Ga.—"We expect sales to be about ten per cent more."

J. T. Trapnell, partner, Metter Auto Supply Co., Metter, Ga.—

Offenhauser's CHOICE MANLEY VALVES



"We have been successfully using and selling Manley Valves for the last two years"—says Fred C. Offenhauser, Offenhauser Equipment Co., Los Angeles. "We have had no service failures of any type in the racing field. This includes racing of all types under all temperature ranges."

The valve that best survives the racing test is surely the valve that will stand up longest and best for your customers. Manley Valve Corporation, Philadelphia 30, Pa. District Sales Representatives: J. S. Connell Co., Dallas; Lawrence M. Hirsig Co., Jacksonville.

MANLEY VALVE PARTS

VALVES • SPRINGS • GUIDES • and TIMING CHAINS

... proved on the speedways for satisfaction on the highways

"Sales are expected to be ten per cent better."

T. R. Garrison, manager, Spartan Automotive, Inc., Spartanburg, S. C.—"We don't know, but we are setting as a minimum figure our last year's volume. Our January and February volume combined was around one per cent under last year for the same period, but this due to fall-off in labor production."

J. M. Hills, president, Hills Automotive Parts, Inc., Georgetown, S. C.—"We expect sales to be a-

bout the same."

N. F. Alford, general manager, Alford Parts Co., Florence, S. C.—"We anticipate a five per cent increase."

S. B. Norton, partner and manager, Norton-Russ Automotive Co., Burlington, N. C.—"In our particular area we expect our 1953 volume to exceed 1952 by ten per cent."

V. W. Condrey, Condrey Motor Parts, Inc., Richmond, Va.—"We expect volume to be about same."

C. P. Shutt, general manager,



Dean A. Johnson, manager of the Southwest Automotive Show for the past six years, has announced the opening of Dean A. Johnson Co., manufacturers' representatives, with headquarters at 2033 Commerce, Dallas, Texas. The firm will cover the Texas, Oklahoma, Louisiana and Arkansas territory, Johnson said.

Wilco Supply Co., Wilmington, Del.—"We expect 1953 to be about like 1952 but not as high as 1950."

Clevite Service Names Davis and Burt

JOHN R. Davis has been named field representative for Clevite Service, Inc., in the Atlanta, Ga., and Jacksonville, Fla., NAPA warehouse territories. Clifton E. Burt has been named for the Memphis, Birmingham and New Orleans warehouse territories.

Formerly owner of an automotive parts company at Louisville, Ky., Davis recently was field executive for the NAPA Atlanta warehouse. Burt formerly was sales representative for Landrys Auto Parts Co., Hammond, La.

Bell of Rajah Dies

Robert A. Bell, president of The Rajah Co., Bloomfield, N. J., died recently.

"F. L. West, owner and general manager, who has for a number of years been a hunter of wild game, has given this up in favor of hunting golf balls on our local course," Parts Manager David B. Smith of Guarantee Electric, Bradenton, Fla., reported last month.

Advance Century and General Armature have been added to the lines of Home Supply Co., Biloxi, Miss., according to K. P. Kaiser.

Perfectly

Molded Parts

On every tune-up and engine repair job, look for cracked or burned molded parts. Always replace with precision molded ECHLIN Parts to insure top performance. ECHLIN Extras in Plastic molding give you Extra Quality at no extra cost.

ECHLIN *Ignition*

CONTACTS
COILS - CONDENSERS
& OTHER AUTOMOTIVE
ELECTRICAL PARTS

ECHLIN MANUFACTURING COMPANY • 228 EAST STREET, NEW HAVEN 5, CONN.

Wilson Succeeds Davis As AWOT President

ALLEN Davis of Walter Tips Co., Austin, has resigned as president of the Automotive Wholesalers of Texas. J. B. Wilson, who was succeeded in the presidency at the Corpus Christi convention last September, was elected to serve out the term. Wilson heads Gulf Distributing Co., Houston.

The written resignation of Davis was read to officers and directors at a called meeting in Austin last month. It was accepted because Davis had been confined to a hospital for the four previous weeks and considered himself physically unqualified to finish the year. At the time his resignation was accepted he was showing substantial improvement.

G. C. Morris, executive director, announced that association membership is now more than 300.

Cody Represents Ahlberg

Dave Cody and Associates has been appointed representative for Ahlberg Bearing Co. in the Virginia territory.

Tom's Adds Machine Shop

"A complete machine shop is being installed," T. B. Brooks, manager of Tom's Auto Supply, Roxboro, N. C., reported last month.

Riordan Joins Houston Firm

Ray R. Riordan, formerly with Grey-Rock Division, has been appointed sales manager of South Texas Parts, Inc., Houston, Texas.

AAR Names Chaney

Bill Chaney of Chaney & Co., Charlotte, N. C., has been elected director of the Charlotte Group of Automotive Affiliated Representatives.

Masco Opens Branch

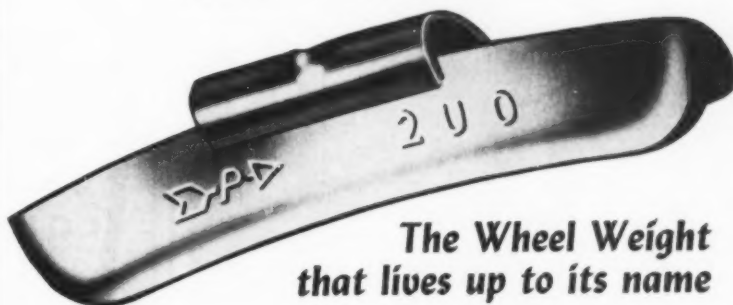
Ernesto Contreas of Masco Auto Parts, McAllen, Texas, has opened a branch store at Pharr, Texas.

"We have recently signed a service distributor contract for Briggs and Stratton engines and service parts and BK-Hydrovac in the Bradenton and Sarasota area," David B. Smith, parts manager of Guarantee Electric, Bradenton, Fla., reported last month.



...Where
BALANCE
is needed!

PERFECT
WHEEL WEIGHTS



The Wheel Weight
that lives up to its name

● "U" TYPE

A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● "C" TYPE

The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● "SPECIAL" TYPE

Made for late model Cadillacs with hub caps covering entire wheel, except 1951 model for which "C" type weight is recommended. 6 sizes.



PERFECT EQUIPMENT CORP.

804 W. Morgan St. KOKOMO, IND. P.O. Box 708



Manufacturers of Wheel Weights for Trucks and Passenger Cars

Pullman

Self-Service

AUTO-VAC

WITH ACCORDION® HOSE

Vacuum service (just like free air) gets and keeps customers. Install a Pullman AUTO-VAC, the only vacuum specially designed for self-service.



1. No outside bag to snag or tear.
2. Exclusive Pullman Accordion Hose stretches to front and back seats without moving machine. Not damaged if run over.
3. Removable casters for safe positioning on island.
4. Easily carried in at night. Only 30 lbs.
5. Attractive welded steel case.
6. All-day capacity of 1 1/2 bushels.
7. Very low price.



Mfr: PULLMAN VACUUM CLEANER CORP., BOSTON 19, MASS.

Pullman Vacuum Cleaner Corp., Boston 19, Mass.

Without obligation to myself please have my local jobber give me a five-minute demonstration of the Pullman Vacuum cleaner.

SIGNED _____

COMPANY _____

STREET _____

CITY _____

ZONE _____

STATE _____

FAMOUS Le-Rad

COMMERCIAL & INDUSTRIAL

AUTOWASHER

EFFICIENT - ECONOMICAL - PRACTICAL

The finest way known to wash an automobile—fast, economical, practical, durable—that's why the Le-RAD AUTO-WASHER has been enthusiastically received by hundreds of new and used car dealers, filling stations, fleet owners, transportation companies and thousands of private auto owners.

PROVE IT TO YOURSELF—try the amazing Le-Rad Auto Washer.



MANUFACTURED BY

LE-RAD CORPORATION

1508 NORTH MILL JACKSON, MISS.

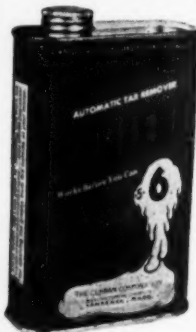
WRITE DEPT. B FOR COMPLETE INFORMATION

RUBBLESS TAR REMOVER

"No Work"
Tar Runs Off
Before
You Can
COUNT

6

JUST SPRAY
OR WIPE



Tarlene comes in concentrated form... may be diluted with 2 parts kerosene. Available in cartons of 12 lithographed pints, single gallons, 5 gallon drums and barrels.

An increasingly popular member of the famous GUNK Self-Emulsifying and Self-Scouring Solvents family.

Stocked by the best automotive jobbers everywhere... Order today.



Jobbers Supply Moves To Larger Quarters

JOBBERS Supply Co., Kansas City, Mo., has moved to larger quarters at 1515 McGee St., one block from its former location on Grand Ave. The streamlined facilities permit efficient handling of orders, President Ernie A. Tapp said.

The firm was founded in 1945 by Tapp and his brothers, Elmer C. Tapp, vice-president, and James F. Tapp, secretary-treasurer. Ernie Tapp is at present vice-president of the Automotive Warehouse Distributors Association.

The company has three outside salesmen, James Salter, Hershel Frakes and L. Z. "Tex" Tapp. It covers Missouri, Kansas and the surrounding territory.

Spuhler Joins Georgian

E. G. Spuhler, formerly Southeastern representative for The Weatherhead Co., has been named sales manager of Harris Wheel & Rim Co., Atlanta. The firm has a branch in Knoxville, Tenn.

Ulrich Joins Floridian

Tom Ulrich, formerly of Atlanta, Ga., is now a member of the sales force of Guarantee Electric Co., Bradenton, Fla., Parts Manager David B. Smith reported last month.

Norlipp President Retires

C. A. Norton, founder of the Norlipp Co. and president for more than 30 years, has retired and disposed of his interests in the company.

P & D Names Smith

J. J. "Smitty" Smith has been appointed assistant sales manager of P & D Manufacturing Co. He will work with district managers throughout the United States.

Beacon Supply Moves

Beacon Supply Co., Inc., has moved into a building at 1610 Dumble, Houston, Texas.

Ginn Auto Supply, Chandler, Okla., has added Sherwin-Williams paints to its lines.

Oklahoma City Group Elects Robinson

REID Robinson of Auto Needs Co. has been elected president of the Oklahoma City Jobbers Association. Tom Maxley, Auto Parts & Machine Co., is vice-president and Dave Cadamy, Dannenbergs, is secretary-treasurer.

Directors include: Felix Jorski, J & R Auto Supply; Cal Morrow, Capital City Auto Supply, and Virgil Salatheil, Jobbers Crankshaft Service.

Texan Adds Space

P-M Auto Parts Co., Dallas, Texas, has added 1,000 square feet to its floor space for the machine shop and storage, Co-owner Morrie Giller reported last month.

Groboski Names Kansan

H. E. Russell Sales, Iola, Kan., has been appointed representative for Groboski Industries in a territory that includes Kansas and Missouri.



SOMEBODY MAY GET HURT!

THE Gyro Skid-Control Co., Inc....and nobody else...makes the well-known automotive anti-skid safety device called The Gyro Skid-Control now used on about 50,000 police cars, ambulances, and private automobiles throughout the United States and Canada.

The unprecedented success of this device has brought some imitators into the field—and some of our friends in the automotive business have apparently been beguiled into buying bad imitations of our product under the impression they were getting the real thing. We are taking legal steps in the interest of our product—and to protect motorists who might otherwise buy an inferior device.

We do not want to embarrass or inconvenience any jobbers or dealers—but we feel it is our duty to caution you against buying or selling any device which infringes on our product, or which fails its essential purpose of protecting life. *Somebody may get hurt.*

Gyro Skid-Control is distributed only through recognized jobbers. List price is \$39.95; dealer discount is 40% on three or more units, 30% on fewer than three. We make no direct sales to dealer or consumer. Jobbers may order through the Gyro Skid-Control representative in their territory.

Represented nationally by these well-known firms who serve jobbers in the automotive field with the best and most successful products in the industry:

B. M. ASCH.....New York 23. N. Y.	GENE LEMKE SALES
HARRY C. CADY.....Minneapolis 8. Minn.	COMPANY.....Bay Village, Ohio
J. B. CANADA.....Beverly Hills, Calif.	FRANK LIBBY CO.....Kansas City, Mo.
WALT FEATHERSTON.....Phoenix, Ariz.	McEWEN CHERRY CO.....Nashville, Tenn.
R. K. FLANAGAN CO., Seattle 22. Wash.	PACIFIC AUTOMOTIVE
EARLE B. HARVEY	COMPANY.....San Francisco, Calif.
& ASSOCIATES.....Boston 34. Mass.	E. C. PLEASANTS.....Denver, Colorado
H. O. HOLLAND.....Rochester 18. N. Y.	H. L. STRASBURGER, Merion Sta. Penna.
FRITZ KELLER CO., Fort Worth, Texas	BILL WALDECK CO.....Chicago 5. Ill.
JOE KELLER.....Indianapolis, Indiana	KARL WINTER CO., Salt Lake City 2. Utah

Gyro Skid-Controls are distributed only through jobbers

GYRO SKID-CONTROL COMPANY, INC.
9244 WEST OLYMPIC BOULEVARD · BEVERLY HILLS, CALIFORNIA

Southwest Show Sets Attendance Record

THE 11th annual Southwest Automotive Show, held in Dallas, Texas, March 26-29, set a new attendance record.

Dean A. Johnson, show manager who stepped out of that capacity by resignation on April 15, reported after this year's show closed that a check of unused identification badges indicated total attendance as 39,650.

Greatest previous attendance,

either before or after World War II, was announced following the first postwar show held in Houston in 1947. That attendance figure was 33,750.

Show President T. C. "Buddy"

	Exhibitors	Sponsoring Jobbers	Total Booths	Square Feet
Houston (1947)	285	238	591	140,000
Dallas (1953)	280	327	500	85,000

Garrett of Dallas and Johnson described this last of three Dallas shows as "probably the best in the entire series, from every viewpoint."

Garrett, who posted himself at a central point for most of the show for the purpose of intercepting and interviewing exhibitors and visitors, said there was nothing but praise, even if some of this was faint, for results obtained by exhibitors.

Johnson expressed the conviction, from his interviews with exhibitors, that manufacturers wrote more business than ever before during a Southwest Show.

The Houston show of 1947 established that attendance record under the handicap of freezing weather, dumped into the South Texas metropolis by a "blue Norther," and also under the handicap of an unfinished Coliseum, which did not repel the cold. Almost perfect weather prevailed for the 1953 Dallas show.

Four Associations Meet

Four association meetings were assembled previous to and during the Dallas show, with the Automotive Wholesalers of Texas leading off the morning of March 25.

At this time Texas wholesalers were told by G. C. Morris, association executive director, that the Texas motor-vehicle inspection law appeared to be safe, with revisions either complete or contemplated that would require inspection of six items—steering, brakes, lights, horn, warning devices and windshield wiper.

Other speakers were J. B. Wilson, serving out the presidential term of the indisposed Alden Davis of Austin, and Nathan M. Roberts, executive secretary of the Automotive Wholesalers Association of Alabama.

With Director Hubert Braden of Dallas presiding, MEWA members at their afternoon meeting heard Harold E. Pirson, past president; James C. Parker, Mobile, Ala., a past president; and Richard A. Melvin, J. Howard Reed and B. W. Ruark of the MEWA staff.

The NSPA program, held the same day with John Reynolds of

Here's a Sure Way for You to... GET FLEET BUSINESS

SELL FLEET OWNERS ON



PI SCREW-IN VALVE SEAT

... AND YOU WILL DOUBLE THEIR
VALVE MILEAGE AND ELIMINATE
VALVE BURNING AND BREAKAGE!

READ WHAT THESE EXPERIENCED MEN SAY:

"...Such outstanding fleets as the Olson Transportation Co., Wheeler Transportation Co., Northern Transportation Co., L. C. L. Transit Co., Van Stratten Trucking Co., and many others would never think of installing any other seat, in the exhaust of the International, G.M.C. or Auto Car."

R. Murphy

MOTOR PARTS & MACHINE COMPANY
Green Bay, Wisconsin

"...Your seat stays round and definitely cools the valves better; when we touched the seats with a stone they cleaned right up. The pressed seats were egg shaped and needed much more grinding to true them up."

"We just haven't had any valve failures in the last year due to cracked or distorted seats and...your seat has more than doubled our valve mileage."

J. Smith

PRUCKA TRANSPORTATION, INC.
Omaha, Nebraska

● Once a fleet owner sees the savings in down-time for his truck he's your customer for life! P-B Screw-In Valve Seats end 90% of valve burning and breaking and give double the valve mileage fleet owners have been used to. Because P-B valve seats stress-relieve the hottest part of an engine—the exhaust valve port area—they prevent 75% of combustion chamber cracks. Write today for full information!

Expansion clearance built in between threads. No pressure, no warping, heat carried away fast. Stays round, cools valve.



Heavy duty portable equipment machines off top of seat to exact height with special cutter.



SCREW-IN SEAT WITH
EXPANSION CLEARANCE

Make big profits grinding heads. Peterson Surface Grinder levels heads, blocks, manifolds, clutch plates, flywheels, etc., to 0.001 accuracy in 10 minutes. Anyone can use it. Profit guaranteed or money back. Write for full information.

PETERSON WELDING LABS., INC.
Dept. 54 1433 North Kansas City, Missouri

These directors of the Southwest Automotive Show lined up for the photographer in Dallas. They are (l. to r.): Seated, H. J. Vanhook, Oklahoma City; J. B. Wilson, Houston; T. C. "Buddy" Garrett, Dallas, president of the 1953 show; Jack Porter, Oklahoma City, and Show Manager Dean A. Johnson; standing, Wayne Bull, San Antonio; T. H. Everett, Dallas; Harry Spear, San Antonio; Joe N. Greiner, Jr., New Orleans, and John Bales, Fort Worth.



Houston, regional vice-president, presiding, included addresses by Joe N. Greiner of New Orleans, President C. A. Klaus and J. L. Wiggins, W. T. Kennedy and H. T. Halfpenny of the staff.

The fourth association to assemble its membership was the Automotive Parts Rebuilders Association. R. S. Bishop of Fort Worth, first vice-president, was in charge of arrangements. Speakers included President K. E. Goss of Denver, Ira Saks of Accurate Parts Manufacturing Co., W. T. Kennedy of NSPA and Jack O'Sullivan, APRA executive secretary.

Garrett was elected to continue as show president on a temporary basis at a meeting of the new board of directors, held April 3 in Dallas. Walter Frazier, Dallas manufacturers' agent, was chosen temporary treasurer.

Next Site Not Chosen

But the board did not elect permanent officers since there was no decision on where or when the next show will be held.

Before setting the date and site for the next show, the board instructed Manager Johnson to poll exhibitors and stockholders. Results of this questionnaire, it was indicated, will also determine if the show is to be held every two years in the future.

New directors for the show include: John Bales, Fort Worth; W. Y. Caldwell, Dallas; Joe N. Greiner, Jr., New Orleans; B. T. Scofield, Houston; R. L. Sanders, Amarillo, and W. F. Barbee, Little Rock.

Holdover directors include: Wayne Bull, San Antonio; T. H. Everett, Dallas; Walter Frazier, Dallas; John McKinney, Houston; Jack Porter, Oklahoma City; Harry Spear, San Antonio; H. J. Vanhook, Oklahoma City, and J. B. Wilson, Houston.

Show offices for the present will remain in Dallas. Mrs. Helen Bumpass, assistant to Johnson, will continue in permanent capacity.

A PACKAGE OF SAFETY



**MODEL 18BF
FLARE KIT**
SET OF 3 IN BOX
With Flags and Stuffs

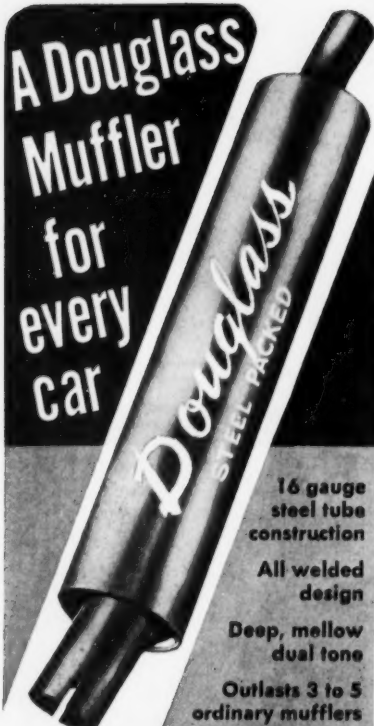
MIRO-FLARE HAS UNDISPUTED BRILLIANCE

Make this package of emergency safety protection part of your regular equipment. Ready for instant use, this set of 3 Model #18 Economy Miro-Flares is packed in a handy, compact, sturdy metal box, and includes three red flags and staves. Each Miro-Flare has twin red Stimsonite 12A lenses reflecting over 24 candlepower, exceeding the ICC requirements by 100%, and are visible for a half mile in either direction up to a 57° angle. Miro-Flares are also available in metal carriers for mounting on cab or chassis. For the best in safety and protection, insist on the original and genuine Miro-Flare.



ICC Authorized

THE MIRO-FLEX CO., INC. 1824 EAST SECOND
WICHITA, KANSAS



16 gauge
steel tube
construction

All welded
design

Deep, mellow
dual tone

Outlasts 3 to 5
ordinary mufflers

All Douglass Mufflers are manufactured to conform with the highest standards. Only the finest materials are used by the highly skilled muffler mechanics and engineers. Douglass Mufflers are guaranteed to satisfy your customers, sold at popular prices. Sales created by high powered national advertising and promotion — Write for complete details on the Douglass Plan.

NATIONAL
consumer and Trade
ADVERTISING



COUNTER DISPLAYS
DIRECT MAIL
WINDOW DISPLAYS

Complete information
available. Immediate
service on your orders.
Inquiries — Ask about the detailed Jobber—
Distributors—Dealer "High Bracket discount"
plan.

Douglass Muffler Mfg. Co.
1916 W. Valley Blvd., Dept. 314
Alhambra, Calif.

Williams Named President Of Alabama Association

J. R. WILLIAMS, Williams Auto Parts, Decatur, has been elected president of the Automotive Wholesalers' Association of Alabama to succeed P. J. "Pete" Sawyer, East Alabama Auto Parts, Anniston.

Edward Coward, Allied Auto Parts, Mobile, was named vice-president and Lee W. Meriwether, Jr., Genuine Auto Parts, Montgomery, was chosen treasurer. Clayton Hudson, Motor Parts Co., Montgomery, was named accountant.

Directors chosen at the meeting in Mobile March 15-16 include: E. J. "Jiggs" Arata, Southern Auto Supply, Mobile; John B. Cunningham, Birmingham Electric Battery, Birmingham; John D. Lee, Anniston Auto Parts, Anniston; Earl Slye, Slye's Auto Parts, Ensley, and Sawyer.

Bonus Plan Works Well For South Carolinian

A SOUTH Carolinian who has been giving his employees a bonus of five per cent on gross sales volume in excess one month over volume for the same month of 1952 reported last month that the plan was working out well. The bonus is shared equally by all employees of the firm—salesmen and other personnel.

"Our January business was \$146 less than our January, 1952, business and, as a consequence, no bonus was earned, this jobber said. "However, we feel that this slight drop was really a moral victory as we have reports of large drops in the automotive business for the same period.

"Our February business showed an increase of \$2,278 and resulted in a bonus of \$10.50 for participating employees. Through the first 12 days of March, we did over

AUTO PARTS AT SACRIFICE

Stock of parts of automotive wholesale business and two large buses with display cases must go to clear estate.

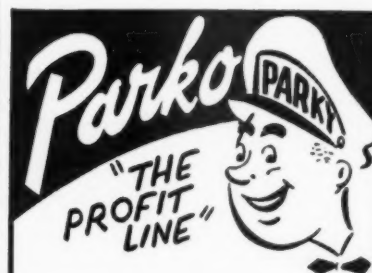
MRS. W. J. CRUTCHFIELD
Rt. 3, Orangeburg, S. C.
Phone 4903

half as much as we did in March, 1952."

The bonus in March was expected to be about \$20 for each employee.

"We are quite sure that this plan, plus a monthly dinner meeting of our key employees, has resulted in much better cooperation among all departments and has given our morale quite a shot in the arm," the jobber said. "We realize, of course, that this plan is far from perfect, but we do believe that it is a start in the right direction.

"Business is good, our outlook is bright and we are very optimistic concerning 1953 as a whole."



AUTOMATIC TRANSMISSION FLUID

for



HYDRA-MATIC
•
FORD-O-MATIC
•
MERC-O-MATIC
•
ULTRAMATIC
•
DYNAFLOW
•
POWERGLIDE

It will pay you to write
for prices on these and
56 other Parko products.

PARK CHEMICAL COMPANY
8074 Military Ave., Detroit 4, Mich.

News Briefs

(Continued from page 79)

World War II we have made expenditures and commitments totaling more than 2½ billion dollars—for new plants, more efficient tools and improved facilities of all types. This represents an expenditure equivalent in amount to three-quarters of our total net profits in this seven-year period," GM's president said.

"Many of these new facilities are of the dual-purpose type. They can be used for defense production, or civilian production or both, side by side.

"Underlying this confidence in the future are certain basic economic factors: the increase in consumer spending resulting from population growth and high em-

ployment, the phenomenal rise in number of households, and the high level of home building, business investment and government outlays.

"In other words, our market is still an expanding one. Some 15 million households still do not own a car. With the trend of population away from the cities and into the suburbs we may expect many new customers among families now without cars. There are many owners who will need more than one car," Curtice stated.

Raine Offers Dealer Service

John E. Raine, formerly manager of the Automotive Trade Association of Virginia, announced last month The Raine Automobile Dealer Service, which will offer weekly bulletins and other material for \$52 a year to assist dealers in sales and service. He has worked in this industry for 30 years. His new headquarters has been set up at 823 N. Robinson Street in Richmond, Va. Dissatisfied clients will receive refunds.

R. C. Somerville (top) has been elected vice-president in charge of sales of Dodge Brothers Corp., subsidiary of Chrysler Corp. L. F. Desmond (lower photo) has been appointed general sales manager to succeed E. C. Dock, who resigned to re-enter the retail automobile field. Somerville joined Plymouth in 1931 and became vice-president of that division in 1952. Desmond joined Dodge in 1945 as district manager in the Kansas City region. He was named sales manager of passenger cars in 1952.



**IF YOU LIKE
A DIRTY
MOTOR...
DON'T USE
PYROIL**

● If you don't value the life of your car—if you don't care how much you spend on repairing expensive engine parts, then don't use Pyroil. If you don't care how much carbon and sludge accumulates in the motor, or how much your battery wears out from "dry, hard starts", then Mister Pyroil's not for you. All of which, of course, is plain silly talk. Because every car owner wants to lengthen the life of his car. He wants to keep those piston rings and cylinder walls protected from corrosion. He wants to keep his car out of the repair shop and improve car performance.

Pyroil does all this and more. For Pyroil contains the very special property of making ordinary oil adhere to exposed motor surfaces. It protects these parts against metal-to-metal wear at all times. Pyroil cleans the motor and keeps it clean. When you add gas or oil, add Pyroil—add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank—takes coins up to 50c pieces. MOTORISTS, it's yours for the asking—sent postage paid.



**PYROIL
COMPANY**

213 Pyroil Bldg.

La Crosse, Wisconsin

Canadian Distributors:

Central Purchasing Agencies, Ltd.
Toronto, Ontario

REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia

Southcentral—John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss.

Southwest—Hirsig-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas

West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.

**IF YOU LIKE
A CLEAN
DEAL...
(MR. JOBBER)
TAKE ON
PYROIL**

● For steady profits—minimum sales resistance—satisfied customers—top quality merchandise, then DROP US A LINE AND WE'LL HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.



Racing News

Midgets Go to Oklahoma

The first AAA championship activity in the Southwest since 1949 and the first midget race carrying national honors in the history of Oklahoma was scheduled April 7 at Oklahoma City. Ray Lavelly was

awarded the sanction by the AAA contest board.

Hudson Lead Narrows

Hudson holds the lead in NASCAR races this season, in standing by cars, but competition has tightened considerably over last season with Oldsmobile and Dodge only a few points behind around the middle of March.

Herb Thomas of Olivia, N. C., was the top Grand National Circuit driver at that time, but two

races late in the month could change standings. Standings after the race at Spring Lake, N. C., were:

Herb Thomas, Olivia, N. C.	622
Tim Flock, Atlanta, Ga.	609
Fonty Flock, Decatur, Ga.	528
Don Oldenburg, Highland, Ind.	447
Dick Passwater, Indianapolis, Ind.	436
Dick Ratham, Daytona Beach, Fla.	406
Lee Petty, Randleman, N. C.	384
Herschel Buchanan, Shreveport, La.	357
Don Thomas, Sanford, N. C.	346
Bub King, Corbin, Ky.	345

Sostillio Leads Midgets

With one victory and a second place in three Florida events, Joe Sostillio of East Natick, Mass., has taken the lead in AAA championship midget standings. At the end of March, Sostillio had 331 points, while Bill Homier of Houston, Texas, was second with 304 points.

Vic Carter of Lima, Ohio, was third at that time. Carter was runner-up to Johnny Tolan of Denver for the 1952 crown.

Slick Trader Fools Florida Dealers

Dealers in Florida and nearby states have been warned to be on the lookout for an automobile "switching" racket.

A smooth-talking man persuaded a car dealer at Pompano Beach, Fla., to let him try out a used car. He then drove to nearby Fort Lauderdale and called on a new-car dealership.

He asked permission to try out a 1953 model and left the older car as security. He disappeared with the new car.

The same racket had been tried at West Palm Beach, dealers reported.

Byerly Leaves Truckers

H. Scott Byerly has resigned as managing director of the National Council of Private Motor Truck Owners. The council commended his long and conscientious service to the group and stated that his resignation was entirely on his own desire and initiative. Appointment of a new director will be announced soon.

Lisle

BRAKE CYLINDER HONE

HANDLES *all* CYLINDERS FROM $\frac{3}{4}$ " to 2"

FLEXIBLE SHAFT
Makes it easy to hone cylinders right on the car. Operates with $\frac{1}{4}$ " drill.

CONTROLLED PRESSURE
Easily adjusted to control pressure in any size cylinder.

LOW COST STONES
Just one size and type of stone for all work. Hone right to the end in step-cut and blind-end cylinders.

LISLE CORPORATION

Box 1028, Clarinda, Iowa

it's a good tool...it's a

1903 50th ANNIVERSARY 1953



Electric Auto-Lite Plans Expansion, Aggressive Chairman Martin Reveals

THE Electric Auto-Lite Co. has broken ground at Toledo, Ohio, for a \$2,000,000 plant that reportedly will increase employment by 1,000 and sales an estimated \$10,000,000 a year.

The product at the new plant will be an electronic product for the armed forces that, according to Chairman Royce G. Martin, is "so secret that I cannot discuss it."

In a report on this expansion, *Time Magazine* also gave some interesting personal data on Martin,



Mr. Martin

who heads up the largest independent maker of automotive parts.

A native of Clint, Texas, Martin was orphaned at nine. Having worked for a time at a tool shop in Chicago, he returned to Texas and later went to Mexico as a railroad shop foreman.

While in Mexico in 1909, Martin met Rebel Leader Pancho Villa and went to work for him. He taught the illiterate rebel how to write his name in the sand with a stick. In 1916, when Mexican government forces were closing in on Villa, Martin took Villa's wife and children to New Orleans and then to Cuba.

Martin then returned to Texas and later became head of Safe-T-Stat Corp., maker of radiator thermometers. In 1934 he turned his eye toward Auto-Lite, became connected with the firm through an exchange of stock and soon became president.

During the 18 years he has headed Auto-Lite, sales have been increased from \$14,000,000 to

\$271,000,000 and profits from \$1,200,000 to \$9,800,000 in 1952.

The company now produces 400 different items and sells supplies to 11 of the 19 automobile manufacturers in this country. Martin has built up a topflight engineering department for product development and improvement.

In his days along the Mexican border he may have had to use rough and ready tactics, but he says that his main policy in selling is: "When we help the customer, we help ourselves."

Auto-Lite has spent a great deal advertising other people's products. For the second year, the Auto-Lite television show has been featuring cars that use Auto-Lite products, climaxed by the "Easter Parade of Stars" automobile show at the Waldorf-Astoria Hotel in New York.



**OF PRICE-CUTTING?
OF CHANGING BRANDS?
OF APOLOGIZING FOR
POOR QUALITY?**

**READY to concentrate on THREE
proven profitable consumer items
that eliminate all three headaches?**

Then it's time to switch to Nationally Advertised

STAY-READY
"KEEPS DOWN UPKEEP"



OIL FILTERS

OIL FILTERS with depth filtration that unite the thorough cleansing qualities of the old cotton filter with the moisture absorbing qualities of paper by using pulverized cellulose . . . 500 circulation control louvers eliminate channeling—won't settle—won't remove detergents from Heavy Duty Oils. A superior filter for cars, trucks, buses and tractors.

BALANCED FORMULA BRAKE FLUID . . .

A BRAKE FLUID which unites the finest known ingredients in a BALANCED FORMULA to assure maximum protection for customer and hydraulic brake system. Pure AA degummed castor oil base, the best inhibitors, high boiling and low freezing point S.A.E. specifications—a heavy duty product for passenger cars, trucks, buses and tractors.



ALL-IN-ONE UPPER LUBE

UPPER LUBE is a quality product priced to assure you quick turnover and a handsome profit. Retails for less than one-half the price of comparable products. Packed in full US pints. Adds immediate pep and power to motors. Lubricates under fire and cleans the motor while it works. Use in gas tank, carburetor, overhead oiler or crankcase.

**YOU
BENEFIT
FROM**

- NATIONALLY ADVERTISED
- VISUAL SALES DEMONSTRATIONS
- COLORFUL, HARD-HITTING SALES HELPS
- PROTECTED TERRITORIES
- FACTORY GUARANTEE

NOTE: We have a few choice protected territories available—Write Stay-Ready Lab.

© **STAY-READY LABORATORIES**
OKLAHOMA CITY, OKLA.

All Ready for Safety-Check Month?

May's the Time for Safety and Sales

PROMOTIONAL materials for the annual "safety-check" month are now available and it's time for automotive service shops to make plans for their own safety inspections during May, if they haven't already done so.

Sponsored by the Inter-Industry Highway Safety Committee, the

"safety-check" program held during May each year is becoming more familiar to motorists, most of whom are anxious to keep their cars in safe operating condition.

Official promotional materials, which have already been sent to many dealerships and garages, include window displays, posters listing the ten safety-check points on vehicles, steering-wheel tags listing items checked, newspaper mats, hand-out material for customers and a 35 mm film trailer for use in theaters and television broadcasts.

"Nationwide attention will again be focused on vehicle safety during the month of May, with special emphasis on the condition of brakes," said M. R. "Bud" Darlington, Jr., managing director of the Inter-Industry Highway Committee.

"Check Your Car"

"This program, using the slogan 'Good Drivers Drive Safe Cars, Check Your Car — Check Accidents,' is receiving the full support of the automobile and tire companies," he said. "This support will include newspaper, radio and television advertising, direct-mail and articles in company publications urging car owners to have their cars 'serviced for safety.'"

Several national magazines will feature the program also.

The value of safety checks, both to protect the motorist and to increase service sales, was indicated by reports from shops participating in the 1952 campaign. Out of 3,000,000 cars inspected, more than 500,000 were found unsafe due to lack of maintenance attention. Of the cars in use in 1952, 34 per cent were ten years old or older and in need of regular maintenance to keep them in safe operating condition.

Safety inspections under the program include: brakes, front lights, rear lights, steering, tires, exhaust system, glass, windshield wipers, rear-view mirror and horn.

Many state and local safety groups, as well as civic organizations, are cooperating with police departments to hold safety parades of old cars and to show the need for inspections in other ways.

State and local automobile deal-

er associations, as well as the National Automobile Dealers Association, are supporting the program.

A copy of the brochure describing the safety-check promotional materials that are available may be obtained from Modern Displays, Inc., 6825 Miller Ave., Detroit 11, Mich.

About 60 per cent of America's motor-vehicle traffic is concentrated on seven per cent of the road mileage, according to recent estimates on highway use.

In Buying REBUILT GENERATORS

... you can be assured of original performance ONLY if you insist on genuine VENTILATED MATCHED COIL armatures. VMC armatures are the finest replacement armatures available—with original wire size and original number of turns.

look
for



More VMC armatures are used than any other replacement brand.

BUY FROM YOUR JOBBER
THE VMC SYSTEM, STATION D
ATLANTA, GEORGIA

Now you can refinish the inside of the car



MILLER'S FABRIC RENEWER

applied to headliners, door panels, carpet, leatherette, rubber mats, gives inside that brand-new appearance.

Also does a Bang-up Job for CONVERTIBLE TOPS

Packed in quarts and 12-ounce pressurized cans.

Write Dept. SA for literature
and color chart.

MILLER MANUFACTURING COMPANY
OF CAMDEN, N. J.
CAMDEN 5, NEW JERSEY

YOUR PET IS SAFE
THANKS TO
**SOUTHERN
FIBRE BLOCK**

SOUTHERN
FRICTION MATERIALS CO. - CHARLOTTE, N.C.



LABOR COST TOO HIGH?

We can save you from one to three hours labor time on each car you clean, polish or WAX.

For new or used cars.

USE CRYSTAL *Plastic* GLAZE

get that show room shine with
LESS LABOR TIME.

List \$1.25 pt.

Glass-like finish FOR YOUR CAR!

- CLEANS and POLISHES IN ONE OPERATION
- PRESERVES and WEATHER PROOF FINISH

EASY TO APPLY

SATISFACTION
GUARANTEED

100%
CRYSTAL
WAX CONTENT

NO OTHER CLEANER
NO OTHER WAX NEEDED

Get this sure-fire around the clock profit maker from your jobber today. Or write: D. G. Keys, Sales Mgr., CRYSTAL LABORATORIES, Box K-2185, Orlando, Florida
A few exclusive Distributor Franchises are still open

Searcy Wilcoxon of Hamburg, (center) president of the Arkansas Automobile Dealers Association, receives an award from George F. Ziesmer, chairman of the public relations committee of National Automobile Dealers Association, for outstanding public relations achievements in 1952. George H. Benjamin, executive secretary of the Arkansas association, is at left. The awards, made for first time at the 1953 NADA convention, will be presented every year.

6,000,000 Can Be Sold, U-C President Says

"NEW-CAR sales are determined in large measure by the number of used cars that can be turned over," Ray Hayward, president of the National Used Car Dealers Association, said last month. "The figure of 6,000,000 can be reached if the optimism engendered by the lifting of controls is met by action among used-car dealers.

"The outlook is that the used-car industry will be asked to lead the industry in helping to provide the market for the sale of the estimated 6,000,000 vehicles to be produced in 1953," he commented.

Decontrol of prices and materials will act to stimulate used-car sales as well as new-car business, Hayward predicted.

For every new car that is purchased in the United States, three used cars must be sold, according to figures from NUCDA headquarters.

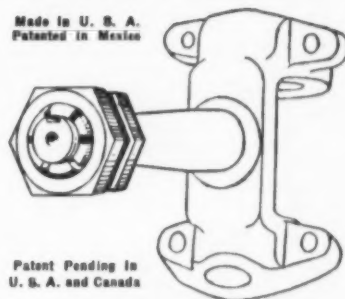
Alabamians to Hear Lundell

L. W. Lundell, president of Universal C.I.T. Credit Corp., New York, will be one of the principal speakers at the annual convention of the Automobile Dealers Association of Alabama, to be held Oct. 25-27 at the Buena Vista Hotel, Biloxi, Miss.



The NEW CLAMP · LOCK NUT

Made in U. S. A.
Patented in Mexico



Patent Pending in
U. S. A. and Canada

- More Gripping Power!
- No Key Needed!
- Every Nut Tested and Guaranteed to be a good workable nut.

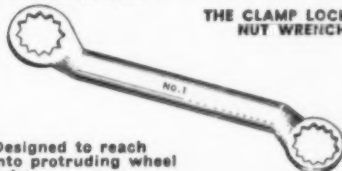
The Clamp Lock Nut is far superior to any ordinary nut.

Tapered threads grip the spindle like WELDED.

No rethreading is necessary on old worn threads.

Nuts made for autos, trucks, tractors, and all purposes.

THE CLAMP LOCK
NUT WRENCH



Designed to reach
into protruding wheel
hubs.

Ask your Jobber, Dealer,
or write to

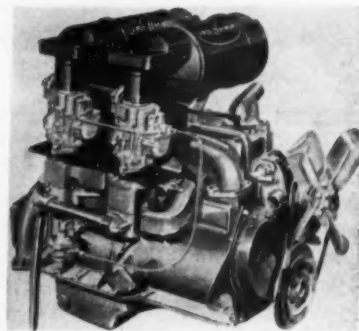


SCHWAIGER
MANUFACTURING COMPANY

P. O. BOX 154, CULLMAN, ALABAMA



The Jet, Hudson's "low-priced" car, differs in body style from the other Hudson lines but features the same "step-down" design and Monobilt construction. It is powered by a six-cylinder, inline, L-head engine (below), with 104 or 114 horsepower, depending on choice of cast-iron or aluminum head. Twin H-Power fuel system is available as optional equipment, as is Hydra-Matic Drive. Over-all length is 180 11/16".



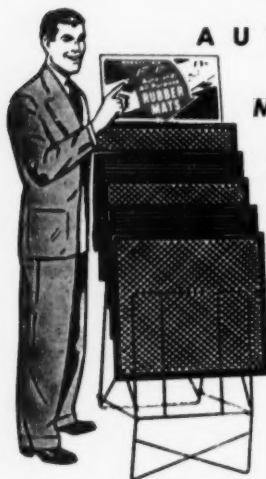
CASH IN ON THESE RECENT ADDITIONS TO THE MONKEY GRIP LINE!



REFILL KITS Bevel Edge TUBE PATCHES

Strong 3-ply laminated patches for cold repairs of natural and synthetic rubber tubes. No leak... no creep. Refill cartons fit handy shop dispensers.

Here are recent additions to the famous Monkey Grip line that will prove to be profit-makers for you. Products like these have made Monkey Grip the BEST SELLING line in its field. So, take FULL ADVANTAGE of the Monkey Grip reputation and make MORE PROFITS by handling the ENTIRE LINE!



AUTOMAT DISPLAY MERCHANDISER

Made of heavy gauge wire. Stands 46 inches high and holds 30 mats in five compartments. Attractive 2-color sign tells the sales story. Compact, light, sets up in seconds.



PLASTIC ELECTRICAL TAPE

Very thin yet has a high dielectric strength. It stretches and conforms readily to irregular surfaces and is ideal for use where space is limited.

Quick Cure VULCANIZING CEMENT TIRE TALC



**These New Products Mean PLUS
BUSINESS For You. Call Your Jobber!**



MONKEY GRIP SALES COMPANY

5320 HARRY HINES BLVD. • DALLAS, TEXAS

SAME OWNERSHIP AND MANAGEMENT AS BETTER MONKEY GRIP COMPANY

American Brake Shoe Earns \$4,641,847

NET earnings of the American Brake Shoe Co. in 1952 amounted to \$4,641,847 or \$3.52 a common share, compared with \$5.19 a common share in 1951, William B. Given, Jr., chairman, and Maurice N. Trainer, president, have reported.

Sales during 1952 were \$135,378,553, a drop of eight per cent from the 1951 figure. Earnings before taxes of \$11,341,847 in 1952 were exceeded only in 1951 and 1950.

Bendix-Westinghouse Plans Oklahoma City Factory

WORK is now under way on a \$175,000 plant for Bendix-Westinghouse Automotive Air Brake Corp. at Oklahoma City, Okla. The plant is expected to be in operation by early summer.

The building will contain about 28,000 square feet of floor space and initial employment will be around 100.

Charlotte Managers Named

Charles B. Morris has been named district manager for Chevrolet Motor Division at Charlotte, N. C., and Clarence H. Simpson has been appointed zone manager for the used-car division.

Used-Car Sales in 1953 Must Exceed 10,000,000, O'Neil Tells Louisianans

ESTIMATING that dealers will have to sell between 10,000,000 and 12,000,000 used cars in 1953, Thomas J. O'Neil, director of product sales and dealer organization planning for Ford Motor Co., urged dealers at the convention of the Louisiana Automobile Dealers Association to start giving more attention to what is "too often the step-child of the dealership" — the used-car and truck department.

"In a normal market, when the used-car and truck department is operated successfully, then—and only then—can a dealership sell a sufficient volume of new cars and trucks to attain its objectives," O'Neil told the Louisianans, who met March 9-10 at New Orleans.

"With controls virtually eliminated, 1953 should see the return of vigorous competition in the automobile business," he predicted. He pointed out that the industry

would only deny to workers the automobiles they need for their work," he said.

Cecil M. Hunter, an Oklahoma Humorist, spoke on "What's the Matter with the Small Dealer?"

With more than 300 dealers and guests attending, this was the biggest convention in the history of

the association, Retiring President Joseph A. Paretti, New Orleans, said.

Elected to the board of directors were: Bernie Dumas, Lake Charles; J. Alfred Begnaud, Lafayette; Mal McElwaine, Shreveport; George Bohn, Sr., and Pierre Chive, New Orleans; Robert Jamison, Alexandria; Louis Roy, Sr., Marksville; L. J. Landry, Monroe; L. M. Cooksey, Delhi; Arthur Harris, Baton Rouge; M. F. Holland, Bogalusa, and Jerry Ashley, Crowley.

Photo on page 79

should produce at least 5,500,000 passenger cars and 1,300,000 trucks this year.

For the next decade, O'Neil predicted production of, and demand for, approximately 5,250,000 passenger cars and 1,380,000 trucks annually. "This could easily be a conservative estimate," he commented.

"The close connection between sales and public opinion also makes it important that dealers closely watch their public relations in a period of competitive selling," he said.

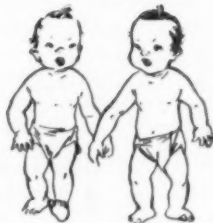
O'Neil urged dealers to participate in organized efforts to solve the problems of traffic accidents and congestion. Karl M. Richards, field service manager of the Automobile Manufacturers Association, also called for more attention to highway problems. He predicted registrations of 65,000,000 cars and 20,000,000 trucks by 1975.

R. S. Abbott of Alexandria, regional vice-president for the National Automobile Dealers Association, told the convention that any reinstatement of credit controls would be opposed by dealers.

"Controls would not solve our nation's economic problem but



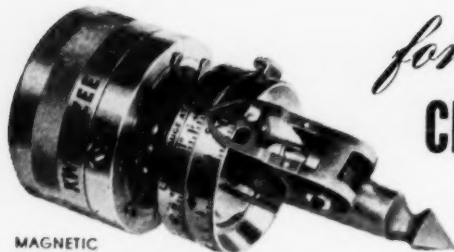
JOHNSON BEARINGS are TWINs



THEY are actually twins with those furnished the car manufacturer. Johnson Automotive Sleeve Bearings are produced to the same rigid specifications and are given the same tests and inspections. Consequently, they are easy to install and fit perfectly. Johnson Bearings are packed in complete sets for all popular makes of cars, trucks and buses. Write for catalog.

JOHNSON BRONZE COMPANY
565 S. Mill St., New Castle, Pa.





MAGNETIC
CAMBER, CASTER, TOE, MICROMETER

for Precision Wheel Alignment CHECK and CORRECT

with
KWIK-EZEE INC.

17 W. 60th STREET, N. Y. C.



THE
TAPERED
SHIM

REPRESENTATIVES:

Mfrs. of Precision Wheel Aligning Products

Ga., Tenn.
Ala., Miss.

P. M. LANCASTER
70 - 4th STREET, N.W.
ATLANTA, GEORGIA

Va., N. C.
S. C.

RALPH B. SEYMOUR
P. O. BOX 812
RALEIGH, N. C.

Florida

FOREST E. SHAMBOUGH
8000 S.W. 8th STREET
MIAMI, FLORIDA



It will pay you

To Investigate Today's
Finest Tire Repair!

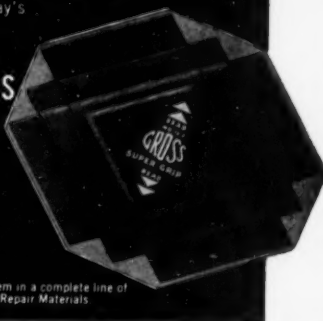
GROSS SUPER GRIPS

Engineered for the
Life Time Repair of
Today's Modern Tires!
Details and Samples
on Request.

GROSS

Manufacturing Company
Monrovia, California

Super Grips are just one item in a complete line of
outstanding Tire and Tube Repair Materials



ACCURATE WHEEL WEIGHT

THE BEST in engineering design, finest materials and
years of manufacturing know-how are combined to give
you the truly ACCURATE weight.

NO SLIP—NO FLEX—After a few jars and scrapes
against curbs ordinary wheel weights flex and slip on
the rim . . . not with ACCURATE. Accurate weights
are specially designed to eliminate this by a special
setting of the clip.

GET THE FACTS about the ACCURATE line which
also includes castor shims, flat spacer rings and the
new contour spacer rings for coil spring knee action.

SOLD ONLY THRU JOBBERS

ACCURATE WEIGHT MANUFACTURING COMPANY

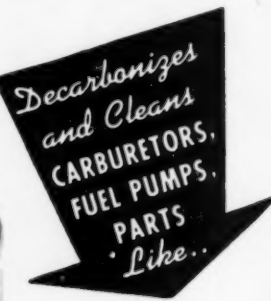
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AMERICUS, GA.

NEW LIQUID TOOL



*DUNK
AND
DRIER
BASKET
INCLUDED



U. S. PAT. No. 2318842*
GUNK DUNK BENCH Carburetor and
Parts Cleaning Kit New 6 1/2 gal. size
deep "Vapor-catcher" design pail.

A WORD OF CAUTION

If it doesn't bear
the Genuine GUNK
trademark, it may
be a partly diluted
imitation — and
will not give you the
Safety and Advan-
tages of Genuine
GUNK and should
be flatly refused.

GUNK HYDRO-SEAL

1. Faster . . . Terrific penetration . . . new improved odor.
2. Quickly digests and removes carbon gum, paint, lead, makes possible accurate visual inspection and fitting of delicate metering mechanisms, jets orifices, and diesel nozzles . . . without etching.
3. Lasts more than one year . . . due to water blanket.
4. Works hot or cold . . . Rinses wet or dry.
5. Patented Double Barrel Performance Guaranteed.

SOLD BY BETTER JOBBERS EVERYWHERE
Write for Name of Nearest Shocking Jobber
— Flatly Refuse Substitute Imitations —



SPEEDY
electric chamois roller
gives you
DRY CHAMOIS
INSTANTLY!

Electric-powered
deluxe model

By having all the dry chamois you need, when
you need it, you'll save time and cut labor costs
on every job.

Speedy has good looks and efficiency

SPEEDY DE LUXE SPECIFICATIONS

- Power: G-E 1/3 h.p. 110 volt A.C. motor
- Power transmission: V-type belts
- Controls: Foot operated switch
- Rolls: Adjustable tension, special rubber 2" by 12"

A hand-driven standard model is also available

BUY THROUGH YOUR JOBBER

SPEEDY

MANUFACTURING & SALES CO., INC.

523 N. Bivins St., PH. 4-1687 Amarillo, Texas



Fifty years of racing at Daytona Beach, Fla., are represented by these two Oldsmobiles. Top photo shows Oldsmobile Pirate of 1903, first car to exceed a mile a minute. It was powered by a one-cylinder engine. The rocket-like fixtures are tanks for gasoline and water. The 1953 Super "88" in lower photo set a record average of 89½ miles an hour in winning the recent 160-mile Grand National stock-car race at Daytona Beach, sponsored by NASCAR. Bill Blair of High Point, N. C. was the driver.

**REMOVES
BUG STAINS
INSTANTLY!**

**Dickey
BUG STAIN
REMOVER**

USE IT:

40 lbs. Pail (as shown); also available in 100 and 300 lbs. drums. Removes Bug Stains, Tree Sap, Grease, Tar, etc., from cars in a jiffy.

Touch a bit of Dickey Bug Stain Remover to a dampened cloth and whisk away those hard-to-clean stains... its scratchless magic works wonders and saves labor... an absolute necessity during the "bug season".

CLEANS CHROME, TOO!

Brighten up chrome with Dickey Bug Stain Remover... it polishes chrome as it cleans, removes rust stains, road scum, etc. Dickey Bug Stain Remover contains no harmful abrasives and is absolutely safe to use anywhere on the car as a spot cleaner for all wash-resistant stains.

WHEN MILLIONS OF CARS "HIT THE ROAD" THIS SUMMER... USE AND SELL THE HOTTEST LINE IN THE LAND.

- WHITE SIDEWALL TIRE CLEANER
- SUPER CAR WASH
- BUG STAIN REMOVER
- FOAM CLEANER
- HAND CLEANER
- CONCRETE FLOOR CLEANER

Some Jobber Territories Open

**Dickey
MANUFACTURING CO.**
719 South Sarah St., St. Louis 10, Mo.

WRITE FOR PRICES

SELL IT:

For Retail, packed in 1 lb. and 3½ lb. pails. A profitable item not only for car cleaning, but also for home use (windows, refrigerators, stoves, etc.).

Don Allen Purchases Miami Dealership

DON Allen, who owns five Chevrolet dealerships in New York and Pennsylvania, has bought Southland Chevrolet, Inc., Miami, Fla., from Charles F. Johnson.

Bill Coggin will continue as general manager. Plans for the firm include a new building large enough to house all operations, Allen said.

Herlong Named at Leesburg

Lee S. Herlong, Leesburg Lincoln-Mercury Co., has been elected president of the Leesburg (Fla.) Automobile Dealers Association to succeed J. M. Mayer. Toby Haynes, Chrysler-Plymouth, is vice-president and James D. Boyte, GMC, is secretary.

F-M Sales Drop Slightly

Sales of Federal-Mogul Corp. in 1952 totaled \$35,037,000, a decline of three per cent from the 1951 volume, which was the best in the firm's history. Net earnings in 1952 were \$2,734,000, equal to \$3.22 a share.

6 GREAT "NO RUST" MOWERS IN ONE COMPLETE LINE

ONLY K. C. MOWER OFFERS THIS VARIETY...

- Gasoline or electric powered
- Direct or belt driven
- Side or back exhaust
- 16" or 18" or 20" blade
- 1 h.p., 1½ h.p., 2 h.p. 2-cycle and 4-cycle engines

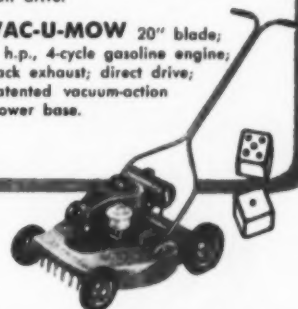
WITH THESE OUTSTANDING FEATURES...

- "No-rust" base of aluminum alloy
- One-piece blade of spring steel
- Comfort handle with automatic lock
- Patented safety clutch
- Semi-pneumatic, ball-bearing wheels

**A MOWER FOR EVERY NEED
A MOWER FOR EVERY TASTE
THE "EXACTLY RIGHT"
MOWER FOR EVERY
CUSTOMER!**

EVERY ONE A WINNER!

- 1 ELECTRO-MOW** 16" blade; 1725 r.p.m. motor approved by Underwriters Laboratories.
- 2 No. 330 SIDE-KIK** 18" blade; 1.6 h.p.; 2 cycle gasoline engine; side exhaust, direct drive.
- 3 TRIMOW** 18" blade; 2 h.p.; 4-cycle gasoline engine; back exhaust, direct drive.
- 4 No. 340** 18" blade; 2 h.p.; 4-cycle gasoline engine; side exhaust, direct drive.
- 5 K.C. MOW** 20" blade; 2 h.p. 4-cycle gasoline engine; back exhaust, belt drive.
- 6 VAC-U-MOW** 20" blade; 2 h.p., 4-cycle gasoline engine; back exhaust; direct drive; patented vacuum-action mower base.



K. C. MOWER COMPANY
1331 CLAY STREET
DEPT. AJ-4
NORTH KANSAS CITY,
MISSOURI





General Motors training centers throughout the country will be similar to the architect's drawing shown here. Each will contain about 22,000 square feet of floor space, with eight classrooms, an auditorium, stage, conference room and ample parking facilities.

General Motors to Build 35 Training Centers

GENERAL Motors will establish a network of 35 service training centers throughout the country to provide facilities for training dealer mechanics and other dealer personnel, Harlow H. Curtice, president, has announced.

"Since good service depends on skilled mechanics, the facilities of the training centers will be devoted to training and retraining General Motors dealers' mechanics," Curtice said.

Each center will have separate "shop-type" classrooms for Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC Truck & Coach, Fisher Body and United Motors Service.

Each division will provide a resident instructor for each center. There will also be a resident supervisor assigned to each center to administer the use of the facilities and to coordinate activities.

The first center will be opened at Detroit around September 1. Because of its location in GM's home city it will be larger than the other training facilities, which will be built in cities to be announced later.

The General Motors Institute at Flint, Mich., will continue to offer intensive courses for selected trainees.

Nash Advances Compton To Central Manager

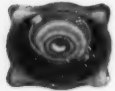
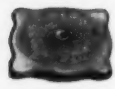
R. R. COMPTON, formerly zone manager at St. Louis, Mo., for Nash Motors Division, has been appointed central division manager. The division covers ten zones, including Dallas, Kansas City, Oklahoma City, St. Louis and Memphis.

Compton, who joined Nash in 1940 as district manager at Charlotte, N. C., and who was for a time Southern regional manager, succeeds N. F. Lawler, resigned.

H. S. Baker, formerly at Des Moines, has succeeded Compton at St. Louis.

calling all cars...

Spring Cap Inspection



• Spring and fall you have an opportunity to render a service to your car and truck owner customers and earn a profit . . . with the cooling system service. Broken, worn, corroded, or wrong caps on the radiator must be replaced. This is important on all cars and trucks . . . but even more essential on late models with pressurized cooling systems. If late model cars are overheating, check the caps.

• Most folks in the after-market think of *EV*RSEAL and *Stant* when they think of caps. That's natural. They know that in most cases the original equipment cap on their car or truck was *Stant*-made. They realize that with this tremendous original equipment manufacturing volume and engineering know-how *Stant* Caps are bound to be better values and precision-made for their jobs.

• Make sure now you have *Stant* EVRSEAL Radiator Pressure Caps R-5 through R-11 . . . and EVRSEAL Standard Underhood Caps R-1 through R-4.



free pressurized cooling system manual

This 8-page booklet . . . **SERVICING AND MAINTENANCE OF THE PRESSURIZED COOLING SYSTEM** . . . will help you. Its value has impressed editors, colleges, jobbers, dealers, fleets who have widely used it. Yours for the asking . . . cap catalog pages and prices, too. Please name your jobber.

STANT MANUFACTURING CO., INC.
Connerville, Indiana



*Used on America's Finest Automobiles
as Standard Equipment*

New Mexico Dealers Are 'Old-Timers' In Their Communities, Survey Shows

AUTOMOBILE dealers in New Mexico are up to date in their outlook and policies, but they certainly aren't "babies" in the business world, according to the 1953 Automotive Data Book published by the New Mexico Automotive Dealers Association. Dealers of the state have been in business an average of 16.8 years.

A total of 91.2 per cent of the dealers belong to civic clubs and during the past year 103 dealers held offices in these clubs. Another 93 dealers held offices in community organizations, such as Chambers of Commerce, PTA and other groups during last year, with 98.2 per cent of the dealers belonging to such organizations.

Further proof that the dealers are really "solid citizens" is shown by the 31 who held public office during the year, including the offices of mayor, member of the board of education, councilman,

legislator and others.

New-car and truck dealers of the state have 4,886 employees, with an average wage per employee per year of \$3,306. The average yearly payroll per dealer was \$88,280.

Total salaries and wages paid by all dealers during 1952 approxi-

mated \$16,155,000 and total contributions to charitable, religious and educational organizations totaled \$253,300.

The average dealer employs 26.7 people and sells 196.8 units a year. There are approximately 265 dealers in the state.

During 1952 there were about 714,769 employees of dealerships in the United States, with annual payment of salaries and wages amounting to around \$2,429,935,000 and annual contributions totaling \$46,903,200.

A small electromagnetic instrument measures the thickness of paint on sheet metal and reportedly assures a long-lasting, corrosion-resistant paint job on all cars leaving the Pontiac assembly line. Minimum paint thickness standards are set at Pontiac and with this inspection instrument, applied at various points on the bodies, fenders and hoods, these specifications are maintained. Photo shows inspector making the paint test on the final assembly line. Inset is close-up of the meter, showing the paint-thickness reading for that car.



Greatest Idea in Auto Aerial Merchandising!

NEMCO "Ball-Tenna" Patents Pending the all-purpose AUTO AERIAL

... ONE unit for EVERY type installation. It's the simplest aerial to mount! One man can set it up in minutes FROM THE OUTSIDE using only a screw driver.

MOUNTED FROM THE OUTSIDE ON ANY CAR

In quality, appearance and performance the NEMCO Ball-Tenna can't be beat . . . at any price!

- NO more huge inventories!
- NO more "slow" movers!
- NO more mark downs!

(2 sections) extends from 29 to 49 inches
(3 sections) extends from 26 to 62 inches

Three quick, easy operations and the Ball-Tenna is installed.

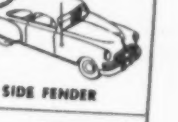


- Insert
- Adjust rod to any desired position
- Secure

NATIONAL Electronic Manufacturing Corp.

Dept. SA-4, 42-08 Vernon Blvd., Long Island City, N. Y.

Branch Office and Warehouse: 1335 S. Flower St., Los Angeles, Calif.



Trouble-Free QUALITY Valve Refacer



If it's made by Lee
it's a "Knock-Out"

MODEL K 403



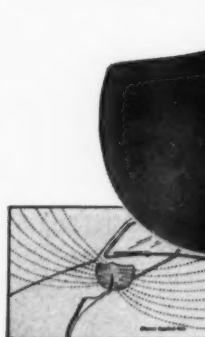
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AUTHORIZED
K. O. LEE
DISTRIBUTOR
OR WRITE
FOR
COMPLETE
LITERATURE

K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA

WET VALVE REFACERS • VALVE SEAT GRINDER SETS • STUD WRENCHES
VALVE SEAT INSERTS • RESEATER SETS • ELECTRIC DRILLS • SANDERS
ROD ALIGNERS • POLISHERS • HAND GRINDER SETS • REAMER DRIVES



KING SIZE BI-FLECTOR



Pat. Pend.

Sensational Super-Streamlined Design!

One of the most popular numbers in the now famous BI-FLECTOR line. Of durable plastic, in assorted bright fluorescent colors. Advance orders indicate that King Size BI-FLECTORS will sell in tremendous volume this year.

ORDER A SUPPLY FROM YOUR JOBBER . . . TODAY!



SINKO MFG. & TOOL CO.

3135 WEST GRAND AVE. • CHICAGO 22, ILLINOIS



Quaker Supreme

HYDRAULIC BRAKE FLUID
profitable always . . guaranteed
safe for all brake systems!

STOPS!

GIVE YOUR CUSTOMERS THE BENEFITS

of Quaker Supreme Hydraulic Brake Fluid! Chemically Analyzed . . "Castor Oil Engineered" for more mobility and better performance in all brake fluid systems . . regardless of low temperatures!

PROFITABLE? YOU BET! And it's backed by a guarantee that says Quaker Supreme is supreme in its field!

SIZES: 12 ounce cans • pints • quarts
gallons • 5 gallon drums
Southeast Rep.: L. M. Hirsig Co.
Southwest Rep.: Hirsig-Frazier

Quaker Supreme Chemical Corp.

MONTGOMERY, ALABAMA

CHOLDUN "AUTO-MAGIC" CARWASHER

No Tracks to Lay,
No Arch to Sway,
No rack at All—
To Pull or Fall.
Won't Jump the Track
Or Break your Back.
No Tank to Fill,
No Soap to Spill,
No Valves to Stick—
Now—Take your Pick!



Write *Choldun* MANUFACTURING CORPORATION
NEW HAVEN, CONN.

FACTS!

1. Over 300 advertisers are placing their announcement before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.
2. The 29,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.
3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal

Atlanta, Georgia

**CAN YOU MEET ALL
BATTERY COMPETITION?**



**SELL
Southland!**



... and you'll
have a quality
battery in
EVERY price
range ... to
meet ALL com-
petition.

Write or Wire
ALLIED BATTERY COMPANY
2040 Amelia Dallas, Texas

Associates Investment Co. Names Vice-Presidents

THREE vice - presidents were named by Associates Investment Co. at the annual meeting held recently.

They include: E. Douglas Campbell, treasurer and assistant secretary; William R. Heins, head of the commercial division, and George W. Omacht, general counsel. All three will continue in their former capacities, according to Robert L. Oare, who is chairman of the board.

Fleet Men Hear Jackson

G. F. Jackson, service engineer for the Southeastern region of Chevrolet Division, discussed special features of the current Chevrolet cars and trucks at the March meeting of the Fleet Superintendents Association of Atlanta, Ga. Lawrence Tucker of Georgia Power Co. is president and W. E. Burnett of the City Water Works Shops is secretary of the group. Vice-Presidents are T. J. Gordon of Atlanta Transit Co. and J. T. Carter, Great Southern Trucking.



BUG-GO INSECT STAIN REMOVER

BUG-GO is a dependable liquid for removing insect stains from glass, chrome and painted surfaces. Does the job quickly and easily. BUG-GO will not harm the finish and is non-irritating to hands. Order your summer supply today.

TWIN-T LABORATORIES

Manufacturers
GREENVILLE, S. C.
Southern Representative:
LAWRENCE M. HIRSIG & CO.
JACKSONVILLE 7, FLORIDA

NOW TWO GREAT Autotrays

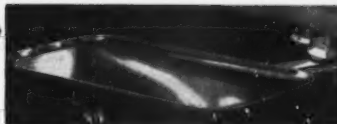
BOTH NATIONALLY ADVERTISED

The All-New Auto Snack Bar Autotray Jr.—Fits in window. Right and left hand models. Fits all cars. Perfect for family picnics in the car. A sure-fire money maker for the big spring and summer seasons ahead. Stock up now. Get ready for volume sales. Hammerloid grey finish.



EXHIBITED AT A. A. M. A., New York—Pacific Automotive Show, San Francisco

The Original Autotray—U. S. Patent No. 2549753—Always a big seller. Fits all cars. Heavy gauge steel, rubber mounted, doesn't rattle, swings under cowl, installs easily. Tray size, 6" x 12". Chrome, stainless steel, hammerloid grey finish.



AUTOTRAY CO., INC.—3901 E. 26th St., Indianapolis 18, Ind.

when you think of
"stik-on" inside-windshield
sun visors...



think of
Filterzone

FIRST IN SALES IN THE SOUTH
FIRST IN MOTORING SAFETY!

STATE APPROVED... NATIONALLY ADVERTISED!
made of 30 gauge HEAVYWEIGHT "Phyatron."

FILTERZONE AUTO VISION CO., 641 Lexington Ave., Brooklyn 21, N. Y.

change
from
cord to

Cordomatic
TROUBLE LIGHT REELS

**GIVES YOU LIGHT
WHEN YOU WANT IT—
WHERE YOU WANT IT!**

\$9.95

FOR 20 EXTENSION MODELS

25 MODELS—\$14.95

40 MODELS—\$19.95

✓ MODERN ✓ EFFICIENT
✓ ECONOMICAL

See Us at

**SOUTHEAST
AUTOMOTIVE
SHOW**

BOOTHS 208-209

DINNER KEY
EXHIBITION BLDG.
MIAMI, FLA.

Available Through Your
Local Automotive Jobber

Cordomatic DIVISION OF THE VACUUM CLEANER
CORP. OF AMERICA
PLANT NO. 2: CROSKY ST. & INDIANA AVE.

PHILADELPHIA 32, PENNA.



No installation costs. Just
hang up, plug in!

Feetproof "Gravity
Action" Recoil Mechan-
ism ... locks at any
desired length!

U/L Approved #18-2
S.V.O. Neoprene jacketed,
kink-proof cord! Oil and
water resistant.

New "Stubby" Handle!
100% Neoprene with
protector ears.

New type "swing open"
guard.

Unconditionally guar-
anteed for one year!

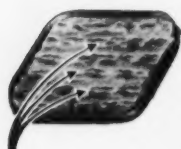
"It Pays to have an ACE 'n the hole."

ACE VULCANIZING PATCHES

ONE SHAPE — TWO SIZES

ACE regular and giant Universal Diamond shapes fit any clamp and cover all patching requirements. Also eliminate jobbers need of stocking Round—Oval—Diamond shapes in two sizes each.

ACE Patches light instantly, burn evenly and the laminated board holds the correct amount of heat to fuse the ACE special rubber to either Butyl or natural rubber tubes. They always stick.



• ACE Patented Perforated Fuel Board lights instantly with match or cigarette in any weather. Introduced in 1946.



• Pull string opens ACE sealed can. Replaceable covers. Each ACE Patch sealed in cellophane.



• ACE patented Tab Strips. Holland Cloth easily. Fingers need never touch the patch. Introduced in 1948.

The ACE line is complete!

Catalog—Prices—Sample on Request—Write—

ACE RUBBER COMPANY

DALLAS — TEXAS

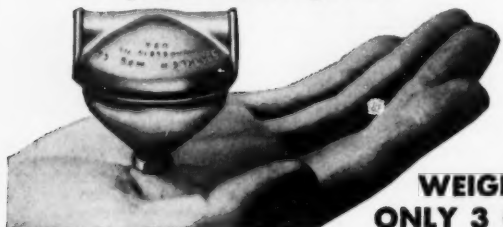
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Barron Cranford & Company, 759 Euclid Circle, Mountain Brook, Ala.
Max Yaras, 2911 Central Ave., Tampa, Florida.
J. R. Tate, 3613 Wilbur Place, Nashville, Tenn.
Bowling & Powell, P. O. Box 67, No. Side Branch, Atlanta, Ga.

Keep carburetors clean for full engine power and sure starting

SPARKLER *Rayclean* Gasoline Filter

with rayon filtering element that stops microscopic rust particles and fine dirt present in almost all gas tanks.



WEIGHS ONLY 3 OZS.

Can be installed in the fuel line of any car in 15 minutes. No support brackets needed. No by-passing — simple replaceable filtering element. **Price \$1.98**

The SALES DOOR is wide open for volume gasoline filter business to every jobber who can supply a light weight, fine filter. Don't let a stock of heavy filters you may have on hand stop you from getting quick sales with Sparkler Rayclean filters.

SPARKLER MANUFACTURING CO. MUNDELEIN, ILLINOIS

Makers of industrial filters for petroleum and chemical products for over a quarter of a century.

WHEEL WEIGHTS



"The Quality Line"

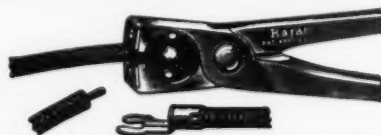
A TYPE and SIZE for EVERY APPLICATION

SEE YOUR JOBBER OR WRITE FOR CATALOG

TURNER Manufacturing Co.
KOKOMO, INDIANA, U.S.A.

It Pays To
Buy The Best

RAJAH PAT. HAND CRIMPING TOOL



NOTE—The simplicity of this Tool
It strips and also crimps Rajah Terminals to
Ignition Cable

Order from your jobber or direct from us.
Send for circular and prices.

The Rajah Company, Bloomfield, N. J.

Thompson Products Buys Former Holley Plant

THOMPSON Products, Inc., has purchased a factory at Portland, Mich., from Holley Carburetor Co., which vacated the plant last October and moved its operations to Bowling Green, Ky.

The factory, which will be known as the Portland Works of the Michigan plant of Thompson Products, will be used for the manufacture of tie rods, drag links and bearing housings for trucks, steering components for tractors and machined socket assemblies, according to M. P. Graham, vice-president and general manager of the Michigan plant.

The building contains 70,500 square feet of floor space and will accommodate about 300 employees. It stands on a 91-acre site.

"Transfer of our truck and tractor parts lines to Portland will make room for new passenger-car parts business and provide a more orderly arrangement of production lines at the Detroit plant," Graham said.

The firm is seeking another factory site in the immediate vicinity of Detroit on which to build another facility to provide an additional 50,000 square feet of manufacturing space, Graham said.

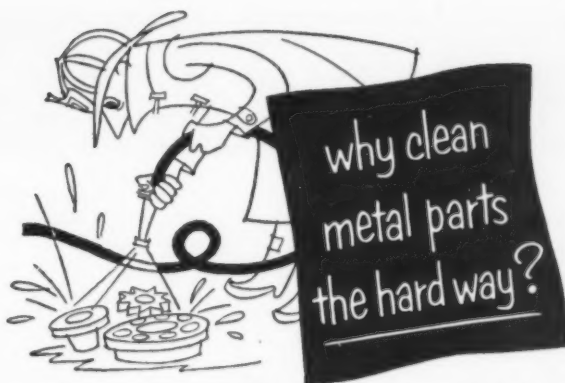
"The advent of power steering means more business for the Thompson Michigan plant," he said. "To meet the needs of the car manufacturers, we shall have to set up at the Detroit plant two high-speed production lines to build component steering parts for each model of passenger car—one line for standard steering and one for power steering."

A plant at Fruitport, Mich., acquired last fall by Thompson for the production of ball joints for front suspensions, is expected to go into production by early summer.

Total sales for the firm in 1952 amounted to more than \$274,000,000, according to President Frederick C. Crawford, and payrolls of more than \$103,500,000 were paid to 26,000 employees.

Atlantians Discuss Fuels

"Motor Fuels Available for Modern Engines" was the topic for the March meeting of the Atlanta (Ga.) Group of the Society of Automotive Engineers. John D. Rogers, Petroleum Chemicals Division, E. I. du Pont de Nemours & Co., Inc., was the speaker.



USE
METAL
clene

**no brushing
no scraping
no heating**

Metalclene is made under an exclusive Bendix formula. There are many copies, but there is no substitute. When you order, be sure to specify and get the original Bendix® Metalclene. *REG. U.S. PAT. OFF.



Just Dip 'em in Dirty — Pull 'em out Clean

BENDIX PRODUCTS DIVISION of
SOUTH BEND 20, INDIANA



Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11 N. Y.

Make
Money
on Worn
Crankshafts



They come in like this
(Top photo)

And go out like this
(Bottom photo)

There is a good profit for jobbers and garages in "ARCWELL"® Rebuilt Crankshafts . . . and car owners appreciate the savings and service they get.

The "ARCWELL" process rebuilds crankshafts so that they are actually better than new. Journal surfaces are harder, and the added metal is guaranteed never to flake, loosen, or part from the parent metal.

SERVICE We ship rebuilt crankshafts . . . clean, treated with rust preventive, and substantially boxed . . . within four days after receipt. Rush orders in 24 hours.

GARAGES Write for information and the name of your nearest jobber.

JOBBERS Write for the "ARCWELL" plan. We have many inquiries from garages in territories which are still open.

Standard Crankshaft & Hydraulic Co., Inc.
2917 Rozells Ferry Rd., Charlotte, N. C. Phone: 6-2374-5-3469

*Trade Name

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